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Search Notes

There are a couple of references here to interviewing and the "ladder of abstraction", which is related to "means-end" theories or models.

A list of databases searched, and terms searched, is provided.

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Understanding the factors influencing ski destination choice: a means-end analytic approach.
Klenosky, David B.; Gengler, Charles E.; Mulvey, Michael S.
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Text:

Research has detailed a variety of factors that influence destination
choice behavior. In general, these factors can be placed along a continuum
ranging from the concrete or tangible attributes of the destinations at one
extreme (Gearing, Swart, & Var, 1974; Goodrich, 1977; Var, Beck, &
Loftus, 1977) to the abstract or intangible benefits, needs, motivations,
or personal values travelers seek to satisfy at the other extreme
(Crompton, 1979; Dann, 1981; Fisher & Price, 1991; Lounsbury &
Hoopes, 1985; Muller, 1989; Pitts & Woodside, 1986). Although some have
recently noted the conceptual relationship among several of these factors
(Muller, 1989; Pitts & Woodside, 1986), researchers typically treat the
extremes of this continuum as distinct and independent of each other in
empirical studies of tourism choice behavior.

A recently developed theoretical perspective provides a way to integrate
these concrete and abstract entities in a single framework. This
perspective, termed means-end theory (Gutman, 1982), focuses specifically
on the cognitive linkages between the relatively concrete aspects or
attributes of products(1) (the "means"), the more abstract consequences
these attributes provide for consumers, and the highly abstract personal
values (the "ends") these consequences help reinforce. Examining these
means-end relationships (called means-end chains) provides a useful way to
understand the fundamental relationship between consumers and the products
they purchase and consume. This type of analysis provides an insightful
complement to other, more-established research approaches. As such, it
holds important implications for researchers and practitioners interested
in understanding and influencing destination choice behavior.
      The purpose of this paper, therefore, is to present the basic
conceptual and methodological features of means-end theory and to
demonstrate its usefulness for leisure and tourism research. We begin with
an overview of means-end theory. Then, we describe the general methodology
used to measure and analyze means-end relationships. Next, we demonstrate
the use of this methodology in an empirical study of ski destination
choice. We also provide an extension of this basic analysis, using a
cluster analytic technique, that enhances the interpretability, and thus

the usefulness, of the empirical results. Finally, we discuss some of the implications offered by the means-end approach for future leisure and tourism research.

Means-End Theory

Broadly speaking, the focus of means-end theory is on understanding how consumers think about products. More specifically, the focus is on examining the important meanings that consumers associate with the products they purchase and consume. In means-end theory, it is useful to distinguish among three levels of abstraction or categories of meaning that are typically associated with a concept such as a product (cf., Olson & Reynolds, 1983). These categories are product attributes, consequences of product consumption, and personal values relevant to the consumer. Product attributes are relatively concrete meanings that represent the physical or observable characteristics of a product. For example, a ski area might be described in terms of the "number of expert trails" it has. Consequences are more abstract meanings that reflect the perceived benefits (or costs) associated with specific attributes. "Expert ski trails," then might lead to the consequence of "feeling challenged." Finally, personal values are highly abstract meanings that refer to centrally held, enduring beliefs or end-states of existence that consumers seek to achieve through their purchase and consumption behavior (Rokeach, 1973). Continuing the previous example, "feeling challenged" while skiing might allow one to experience a sense of "achievement" or "excitement." Taken together, this pattern of associations from attributes to consequences and from consequences to personal values represents a special type of knowledge structure called a means-end chain (Gutman, 1982; Howard, 1977; Olson & Reynolds, 1983):

Attribute |right arrow
  Consequence |right arrow
  Personal Value

This means-end chain model provides a simple way of characterizing the basic pattern of relationships by which the physical features or attributes of products gain personal relevance or meaning for consumers.

Simply stated, the rationale underlying the means-end model is that people choose products with attributes that produce desired consequences and minimize undesired consequences (Gutman, 1982). The desirability or importance of these consequences is, in turn, determined by the personal values they are associated with. Gutman (1982), following Rokeach (1973), suggests that consequences have positive or negative valences, dependent upon their relationship to personal values. Thus, from a means-end perspective, values are the key factor underlying preferences and choice behavior (cf. Homer & Kahle, 1988; Henshel, 1971; Rokeach, 1973; Rosenberg, 1956; Wickert, 1940a, 1940b).

The emphasis of the means-end model is different than that of more traditional multi-attribute models of choice. The traditional multi-attribute approach concentrates on determining if and to what degree particular product attributes are important. The means-end approach, in contrast, focuses on why and how product attributes are important. Why and how attributes are important is addressed by assessing the sequence of means-end relations that link product attributes to personal values. In the next section we discuss the procedures used to identify these concepts and linkages.

General Methodology for Assessing Means-End Relationships

Reynolds and Gutman (1988) offer a methodology for assessing means-end knowledge structures. The procedure, known as laddering, involves a series

of one-on-one in-depth **interviews**. Initially, respondents are given a simple categorization or sorting task. This task is designed to elicit the basic concepts or distinctions consumers use to differentiate between the stimuli (e.g., products or brands) within the domain of interest. These basic distinctions are typically made at the relatively concrete product attribute level, although distinctions at the other higher-order consequence and value levels are also possible.

The **interviewer** then asks the subject a series of probing questions designed to uncover the higher-level meanings and associations related to these basic distinctions. These questions are open-ended and designed to encourage the subject to give an answer specific to their own particular thoughts, and in their own words. Specifically, the respondent is presented with one of the distinctions elicited from the categorization task and asked "why is (this distinction) important to you?" Their response is then used as the focus of the next "why is that important...?" question. This questioning process continues until the subject can no longer provide an answer. This procedure is called "laddering" because it forces the respondent up the **"ladder of abstraction,"** bridging relatively concrete product meanings at the attribute level to more abstract meanings at the consequence and personal-value levels. A thorough review of this approach can be found in Reynolds and Gutman (1988).

Analysis of the responses gathered from these individual laddering **interviews** involves several steps. First, the data are reviewed to develop/define appropriate categories of meaning. Then, the verbatim responses are classified using these categories of meaning. Based on this content analysis, the structural relationships between specific attributes, consequences, and values are aggregated across respondents in an asymmetric implication matrix. This matrix is then used as the basis for constructing a summary chart called a Hierarchical Value Map (HVM) (Reynolds & Gutman, 1988). The HVM is a network diagram that characterizes the key meanings associated with a particular product domain. Note that the objective in the content and structural analyses of the data is not to portray every individual's ladders but rather to develop an aggregate representation that is reasonably faithful to the means-end knowledge structures of most of the individuals **interviewed.**

In the following sections, we demonstrate the use of the above methodology in an empirical study designed to identify the patterns of meanings involved in choosing among competing alpine ski destinations. In addition, we show how the data from this study can be further analyzed using cluster analysis to help reveal the major groupings among the chains of meaning represented in the summary HVM.

Study Objectives and Methodology

A study was conducted to assess the means-end structural relationships downhill skiers perceive as relevant in selecting a destination for a get-away ski vacation. The data was collected during a ski show held in Ottawa, Canada over a three-day period in November 1991. A total of 90 subjects participated in one-on-one in-depth **interviews** using the laddering approach described above. Ski show attendees passing by a booth set up for the study were approached by one of four interviewers (2 male and 2 female). Interviewers identified themselves as researchers from a local university and not affiliated with any ski resort. Only attendees who were at least 22 years old and had been on at least two overnight ski vacations in the past five years were asked to participate in the study.

Each subject received a coupon book (provided by the ski show) as compensation for participating in the study. A demographic profile of these subjects is presented in Table 1. Note that all of the 90 subjects used in this analysis spoke English as their primary language.

TABLE I
Sample Profile (n = 90)

Gender:	
Male	64
Female	26
Number of Days Skiing Per Year:	
1-5	3
6-10	1
11-14	10
15-19	12
20 or more	64
Number of Ski Trips Per Year:	
0-1	22
2-3	45
4-5	11
6 or more	12
Lodging Most Frequently Used:	
Friends/Relatives	10
Private Cottage/Condominium	31
Hotel/Motel/Lodge	49
Age Group:	
Under 34	43
34-44	28
44-54	12
55 or over	7
Household Income (in Canadian $'s):	
Up to $29,999	5
$30,000-39,999	17
$40,000-54,999	22
$55,000-69,999	14
$70,000 or more	27
No Response	5

Subjects were questioned individually in an

interview
lasting approximately 20-30 minutes. After collecting initial demographic information, a preference-oriented sorting task (Reynolds and Gutman 1988) was used to elicit the basic concepts or distinctions subjects use when choosing among alternative ski resorts. In this task, subjects were presented with a list of the 33 largest ski resorts in the surrounding area and asked to indicate which resorts on that list they had visited (in the last five years). The **interviewer** randomly selected three of the resorts the subject had been to, and asked which of the three he or she preferred. The **interviewer** then asked the subject why he or she preferred that resort over the other two. This procedure typically elicited one or two reasons (or basic distinctions) from the subject.

The laddering process described earlier was then employed for each distinction the subject mentioned to elicit the higher-level concepts to which it was associated. Depending on the subject's initial response, the

interviewers probed for the other dimensions of meaning that completed a means-end chain. For example, if a subject's initial response was "can meet people easily," the **interviewer** would recognize this as a consequence and probe for both the supporting attribute and the relevant personal value. The attribute would be probed for with questions such as "What is it about the resort that makes you feel you can meet people easily?" The personal-value-level meanings would be elicited by probing with questions of "Why is meeting people easily important to you?"

This process of eliciting distinctions and laddering from those distinctions was then repeated using the two remaining resorts. On average, these procedures resulted in 3.4 "ladders" per subject for a total of 310 ladders elicited across the 90 study participants.

Analysis and Results

Content Analysis

The LadderMap computer software developed by Gengler and Reynolds (1989) was employed to facilitate the data analysis. The initial task of the analysis was to enter the verbatim responses for each subject's ladders into the computer. Each ladder was entered, making a separate entry for the individual elements within the ladder. As each element was entered, it was given an initial classification as being either an attribute, consequence, or value. After all of the verbatim responses were entered, content categories were established to allow aggregation of the responses across subjects and further quantitative analysis. An analyst familiar with the topic developed a set of codes. Then that analyst and another experienced analyst coded the data independently. A comparison of the coding results indicated intercoder agreement of 87%. All disagreements between the two coders were resolved jointly. The content categories used in the study are given in Table 2 below. Note that of the 24 categories in Table 2, 13 represent concepts at the attribute level, 7 at the consequence level, and 4 at the personal-value level.(2)

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Structural Analysis

The concepts identified in the content analysis represent the key meanings underlying subjects' ski destination choices. Structural analysis was then used to identify the linkages or interrelationships among these concepts. The first step in this analysis was to construct an aggregate implication matrix. This is a square matrix in which the rows and columns refer to the concepts developed in the content analysis. The entries in the matrix consist of the number of times each pair of concepts was associated together in the laddering **interviews**. These associations may be either direct or indirect. To illustrate this distinction between direct and indirect associations, consider a means-end chain of A |approaches

B |approaches

C. This chain consists of direct associations from A to B and from B to C, and an indirect association from A to C.

While one could argue that direct and indirect associations are different measures of inter-concept association, we prefer to treat them as equivalent measures and sum the number of direct and indirect associations between concepts when aggregating across respondents. Our rationale for doing so stems from the observation that some respondents tend to elaborate more than others during the laddering **interviews** and mention more intervening meanings between concepts than other respondents. This point is best illustrated by an example. Suppose that two respondents both differentiated ski areas in terms of "slope grooming" (i.e., the extent to

which the slopes are maintained or groomed). The first respondent, when asked why "grooming" is important responds that "better grooming means the snow conditions will be better"; and then when asked why having "better snow conditions" is important responds that "I feel safer skiing when the snow conditions are good." This respondent would then have direct associations between "grooming" and "snow conditions" and between "snow conditions" and "safety"; and an indirect association between "snow conditions" and "safety." In contrast, suppose we spoke to another less-talkative respondent who simple responded that "grooming" is important because it means the "skiing will be safer." This respondent would have only a direct association between "grooming" and "safety." In this example, the key factor affecting whether these associations linking "grooming" and "safety" are classified as direct or indirect in the amount of elaboration elicited during the **interview**. Treating them as different types of measures or focusing solely on the number of direct associations, as some have suggested (e.g., Olson & Reynolds, 1983), would bias the results by underweighting the importance of the associations recorded for the more verbose respondents (who would tend to have longer ladders and more indirect associations between concepts).

The implication matrix constructed from the 310 ski destination ladders is given in Table 2. As noted above, the entries in the matrix indicate the number of times a concept (the rows) directly or indirectly elicited each of the other concepts (the columns). These entries provide the basis for constructing the Hierarchical Value Map or HVM. The first step in constructing an HVM involves selecting a cutoff value to determine which relations should be represented on the map and which should not. In practice, an implication matrix typically consists of a large number of cells that are either zero or near zero. Thus, the idea in selecting a cutoff is to select a value that captures the dominant relations represented in the matrix (Olson & Reynolds, 1983). One heuristic that can be used is that the concepts represented in the HVM should be mentioned by at least five percent of the study respondents. Thus, for the present study a cutoff of 5 relations was selected (5% of 90 = 4.5, or 5 rounded to the next whole number).

Based on this cutoff, a binary matrix was then created where a cell received a one if the corresponding element of the implication matrix was greater than or equal to the cutoff value and a zero otherwise. These binary flags indicate which associations should be illustrated on the graph. In the interest of constructing a meaningful, uncluttered graph, however, not all of the marked associations are actually drawn as individual lines. Some of the connections indicated in the binary matrix are considered to be redundant and therefore are not illustrated on the map. If, for instance, the matrix indicates X |approaches
     Y, X |approaches
     Z, and Y |approaches
     Z; then the connection X |approaches
     Z is redundant since it is captured in the X |approaches
     Y and Y |approaches
     Z relationships. After all the redundant relationships were eliminated, the binary matrix was then used to draw the graph.

The final step in constructing the HVM involved representing the number of subjects mentioning each concept and the relative strength of association between concepts. The number of subjects mentioning a concept was represented on the graph by varying the size of the node (or circle) on

the map; while the relative strength of association between concepts was represented by varying the width of the line connecting related concepts. This approach for constructing an HVM is based on recommendations made by Gengler, Klenosky and Mulvey (1992).

The final HVM for the ski destination study is illustrated in Figure 1. Note that the value-level concepts (represented by black-filled circles and labeled using all upper-case letters) are positioned near the center of the diagram to reflect the core role they play in defining the meaning of the other less-abstract concepts. The more-concrete attribute concepts (represented by white-filled circles and labeled using all lower-case letters) are positioned around the perimeter of the HVM since they typically began (or occurred early in) the laddering process. Finally, concepts reflecting consequences (represented by gray-filled circles and labeled using uppercase letters for the first letter of each word) are positioned between these two extremes.(3)

Cluster Analysis

The HVM illustrated in Figure 1 suggests a large number of pathways from the attributes, consequences, and values elicited during the laddering **interviews**. More specifically, the HVM shows 21 unique paths that can be traced between elements at the attribute level and elements at the personal-values level, any or all of which may be worthy of further consideration. Reynolds and Gutman (1988) present one approach for determining which pathways in the HVM are the most important or dominant. In their approach, the analyst simply totals the number of associations linking the different concepts in each chain represented in the HVM. In this paper, we present an alternative approach that uses cluster analysis to identify the dominant pathways or groupings of concepts in the HVM.

The first step in the cluster analysis involved creating a similarities matrix. This matrix was constructed by combining the entries in the asymmetric implication matrix above and below the diagonal to create a symmetric matrix of associations between concepts. Thus, each entry in the similarities matrix gives the total times each concept elicited or was elicited by each of the other concepts. This similarities matrix is given in Table 3. Since the clustering procedure used in the analysis (described in SAS, 1990) required the use of dissimilarity measures rather than similarities, each entry in the similarities matrix was then converted to a dissimilarity score using a transformation that subtracted the entry from a constant representing a number larger than the maximum value in that matrix. Thus, each entry in the similarities matrix was subtracted from 29 (one more than the largest value in that matrix, 28). This final dissimilarities matrix was then input into an agglomerative hierarchical clustering algorithm, using the average-linkage method of computing between-cluster distances.

An analysis of the pseudo-F and pseudo-|t.sup.2

statistics (discussed in SAS, 1990, pp. 98) indicated a six-cluster solution. The six clusters are listed in Table 4 (employing the convention of using all lower-case letters for attributes, upper-case for only the first letter of consequences, and all uppercase letters for values). In general, each of the six clusters appears to capture a different aspect or chain of meaning skiers use when selecting among competing ski resorts. Cluster 1 appears to capture the most dominant chain in the HVM (i.e., many of its concepts were among the most frequently mentioned across the respondents). It includes concepts that link concern about the hills and trails making up a ski resort to the personal values FUN & EXCITEMENT

and ACHIEVEMENT. The patterns of association in the HVM involving this cluster's concepts suggest that skiers are concerned about the hills and trails at a ski area for two interrelated reasons. The first appears to reflect a concern for the difficulty of the terrain and the benefit of feeling Challenged; while the second involves the opportunity to have some Variety and Choice. Note that several of these concepts were among the most frequently mentioned during the laddering TABULAR DATA OMITTED

interviews, reflecting the central role of these concepts in the ski destination choice process.

The next cluster, Cluster 2, focuses on skiers' concern with the grooming and snow conditions at a resort. Interestingly, skiers' attention to these attributes appears to be driven by a concern for personal SAFETY, on the one hand; and, as reflected in the HVM, by meanings associated with the personal value FUN & EXCITEMENT, on the other. The next cluster includes concepts that reflect the social benefits associated with a ski vacation. In particular, Cluster 3 suggests that the attributes friendly people and entertainment create a Social Atmosphere, which ultimately leads to a feeling of BELONGING. The fourth Cluster includes the attributes crowding and close to home and the benefits Save Time and Ski More. These meanings are all strongly linked in the HVM, apparently reflecting a general concern for some of the temporal or convenience aspects (travel and lift lines) that can potentially detract from the fun and excitement of a ski outing. Whereas cluster 4 appears to capture concepts related to how skiers spend their time on a ski trip, Cluster 5 appears to capture concepts related to how they spend their money. More specifically, this cluster includes the attributes lodging, ski packages, and resort services and the consequence Save Money. Interestingly, as shown in the HVM, Saving Money is important because it allows one to Ski More, thus allowing one to have more FUN & EXCITEMENT. The final cluster, Cluster 6, links the two remaining attributes local culture and familiarity. Although not reflected in the HVM, the association between these concepts may reflect the novelty associated with being at a particular resort environment.

Taken together, the laddering procedure and subsequent analyses provide considerable insight into the major means-end knowledge structures skiers use when choosing among competing ski destinations. The content and structural analyses, as summarized in the HVM, reflect the complex patterns of interrelationships among the concepts in these structures; and the cluster analyses reveal the dominant chains of meaning connecting those concepts.

Implications for Leisure and Destination Research

In general, the data from a means-end study can be used to address a broad range of applied and theoretical problems facing leisure and tourism researchers. At an applied level, these problems range from developing and evaluating advertising strategy, to segmenting markets, to positioning products (for more detailed discussions of these, red other applications see Gengler & Reynolds, 1993; Gutman, 1982; Olson & Reynolds, 1983; Reynolds & Gengler, 1991; Reynolds & Gutman, 1984, 1988). As one illustration of these potential uses, the different patterns of means-end associations identified in the present ski destination study can be used to develop positioning and promotion strategies for a ski resort. For instance, a strategy could be developed that emphasized the Challenge and FUN & EXCITEMENT associated with the trails at the resort or,

alternatively, the unique Social Atmosphere and SENSE OF BELONGING
associated with the friendly people who work and ski there.

Another use of the technique could be in helping leisure and
tourism-service providers better understand how their clientele think about
their product offerings. Means-end theory and the laddering methodology
could be used to identify differences in the means-end structures
associated with these two groups. For example, the dominant chains of
meaning uncovered in the present study of skiers could be contrasted to
those identified in a subsequent study of ski-area operators. Once
identified, this information could serve as the basis for a training or
management program in which service providers are made aware of how their
views match or differ from the consumers they seek to serve.

In addition to their tremendous potential for applied uses, means-end
theory and the laddering methodology hold important implications for
addressing a variety of theoretical issues in leisure and tourism research.
One such issue concerns the impact of situational factors on leisure choice
behavior (e.g., Filiatrault & Ritchie, 1988; June & Smith, 1987).
In general, previous research has shown that the way in which a situation
is defined has a strong influence on how people evaluate the importance of
different attributes and attribute-levels. The bases of these situational
effects, however, still remains as an important research question. The
means-end approach outlined in the present research may prove useful for
enhancing our understanding of this issue. In particular, it is quite
possible that the situational differences in attribute importances may be
driven by differences in the consequences and personal values that are
salient in a given situation.

In a different direction, means-end research can be used to assess the
means-end knowledge structures of leisure and tourism phenomena that exist
among people with different levels of experience or personal involvement.
Recent leisure and tourism research (Bloch, Black, & Lichtenstein,
1989; Bloch & Bruce, 1984; Havitz & Dimanche, 1990; Pearce, 1982;
Schreyer, Lime, & Williams, 1984; Watson, Roggenbuck, & Williams,
1991) suggests that differences in one's level of experience or involvement
often has a strong impact on a variety of information-processing and
behavioral measures. These effects may be productively examined using the
means-end approach. For example, people with high levels of experience (or
involvement) may have more complex and better established means-end
knowledge structures relative to those with low levels of experience (or
involvement).

Finally, our study focused on active skiers (i.e., those who had been
on at least two ski trips in the last five years). An interesting future
study would be to replicate the procedure on a sample of inactive skiers
(i.e., those who have not been on a ski vacation in the last five years) or
nonskiers. As one anonymous reviewer pointed out, the means-end approach
outlined in this paper may be just as useful for exploring why people do
not engage in particular activities or visit certain sites, as for
exploring why they do participate or visit. Such an analysis would be of
considerable interest given the number of recent studies on leisure
constraints/constrained leisure behavior (excellent overviews of this
research can be found in Jackson, 1991; and in recent reviews by Goodale
& Witt, 1989 and Jackson, 1988).

As with all research, care should be taken in generalizing the results
beyond the sample of active skiers **interviewed** in this
research. There may be important differences in the means-end structures of

the present sample of skiers and those in different markets. Additional research should be conducted to determine the extent of these differences.

In conclusion, the aim of this research was to introduce means-end theory and to demonstrate its basic methodology in a destination choice context. Another goal was to show one way in which the basic analysis of means-end data can be extended. Hopefully, this paper will inspire additional research on means-end analysis to refine and extend the methodological and analytical procedures and examine other important leisure and tourism research issues.

1 In this paper, the term product is not restricted to refer to physical, tangible goods. Rather, it is used in a broad sense that includes physical goods (such as a pair of skis), services (such as a ski lesson), and even more intangible ideas (such as skiing in Colorado).

2 The four values identified through the content analysis differ only slightly from those used in previous personal values research. For example, the values "belonging," "achievement," and "safety" use different labels but are semantically equivalent to "sense of belonging," "sense of accomplishment," and "security," which are given in the List of Values (LOV) developed by researchers from the University of Michigan's Survey Research Center (Kahle 1983; Veroff, Douvan, & Kulka, 1981). The other value, "fun & excitement," is a combination of "fun and enjoyment in life" and "excitement" from the LOV. These two values were combined because they tended to be mentioned together during the laddering **interviews** and because previous research in tourism indicated that they were strongly related. In particular, Muller's (1989) study of international tourism identified a market segment characterized by their interest in seeking fun and excitement while on vacation. The other values from the LOV ("self-respect," "warm relationships with others," "self-fullfillment," and "being well-respected") were not mentioned during the laddering **interviews**.

3 Traditionally in means-end research, the HVM is structured vertically so that values appear at the top of the map, consequences near the middle, and attributes at the bottom. Our "centralized" format for the HVM was used partly to avoid a cluttered map (that would have had only a few values at the top of the diagram and a large number of attributes at the bottom, with a large number of crossing lines connecting the concepts) and partly to reflect the centrality of the values concept in cognitive structure.

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TABLE 4

Cluster Analysis of Ski Destination HVM Data

Cluster 1 hills & trails difficulty Ski Variety Choice Challenging ACHIEVEMENT FUN & EXCITEMENT Cluster 2 grooming snow conditions SAFETY Cluster 3 friendly people entertainment Social Atmosphere BELONGING Cluster 4 close to home crowding Save Time Ski More Cluster 5 ski packages lodging resort services Save Money Cluster 6 familiarity local culture

Klenosky is an Assistant Professor in the Department of Marketing at DePaul University, Gengler is an Assistant Professor in the Department of Marketing at Clarkson University, and Mulvey is a doctoral student in the Department of·Marketing at the Pennsylvania State University.

Text:

GENERAL SEMANTICS has been applied to many academic, professional, and
personal areas and is a unique, alternative lens through which to view the
world. G.S. i a non-linear, non-reductionistic, process-oriented
perspective which examines, among other things, the use of language on
different levels (see Bois, 1957; Bois 1966; Korzybski, 1948). G.S. can be
applied from a low level of descriptio (e.g., pointing at something with
our mouth covered) to geopolitical considerations (e.g., the G-7 response
to Yugoslavia). Much has been written about the use of G.S. in business and
it has been applied to a variety of organizational contexts. Recently, a
new paradigm for organizational research has developed which parallels many
of the assumptions of G.S. This new paradigm is called The Organizational
Culture Perspective (hereafter TOCP) and it can be supported by adopting a
G.S. perspective.

Ott (1989), an advocate of TOCP, indicates that researchers need to find
new ways of looking at organizations and that TOCP is a unique way to do
so.
     Instead of viewing an organization as a goal-oriented structure
(formal or informal) with functions, information systems, and decision
processes, or as groups of members, the organizational culture perspective
puts on a different set of "lenses" through which to "see" an organization.
When we look through these special organizational culture lenses, we see a
mini-society made up of social constructions.
     Ott is a firm believer in the social construction of reality whereby
all that i known to a culture (facts, values, beliefs, truths, etc.) are
agreed upon perceptions.
     This perspective is anathema to more popular methods of organizational
research which study parts of the organization in isolation to determine
what works and what does not. Ott (1989), considers TOCP to be:
     a call for balance; a plea for the acceptance of diverse views about
and approaches to studying organizations; a cry for breaking out of the
information systems/logical-positivist/quasi-experimental.mold that has
placed a mental and emotional straight jacket on organization theory and
theorists for too many years.

This perspective is clearly non-Aristotelian and would be congruous with G.S., in that we need a radical change of thinking about how our world works around us. In particular, we spend most of our lives in some type of organizational setting and understanding that setting is crucial to our sense-making. If TOCP and G.S. can help us in that understanding, then they may serve as useful and viable research methods.

Another perspective of organizational culture embraces a pragmatic, functional, strategic approach, which differs from the social constructionist approach. Thi approach suggests that while organizational cultures do exist, they can also be manipulated if change in the culture is desired. "This explicitly managerial orientation views culture as an organizational variable (something an organization has) which can be manipulated to best suit the needs of the organization -- normally the rationale for changes lies with efficiency, productivity, and worker morale" (Mumby, 1988, p. 7).

Conrad (1990), who adopts this strategic view, sees culture as a communicative creation. Cultures emerge, are maintained, and change through communication. Consequently, the combination of culture and communication is the root of Conrad's perspective. "This dual relationship between communication and culture is the basis of strategic organizational communication. Choosing among availabl communication strategies involves analysis of cultural characteristics and predicting the probable impact those strategies will have in particular organizational situations".

Given either perspective, organizational culture is an elusive concept. "The word 'culture' is a little like the word 'love' -- almost everyone has experienced it and knows what it means, but almost no one can explain what it is" (Conrad, 1990, p. 6). In an attempt to help describe and capture this elusive concept, general semantics can be a way to view organizational culture and think critically about what happens in the organizational world around us.

Exton (1991), advocates the use of G.S. and critical thinking in terms of makin managerial judgments. Many of the same arguments can be made for applying G.S. to TOCP. The G.S. formulations of the map is not the territory, the map is not all the territory, the map is self-reflexive, and the consciousness of abstracting (Korzybski, 1948) are essential if organizational culture is to be "found."

"The map is not the territory" suggests that a word is not the thing, but a symbolic representation of the thing. Thus, the word chair can refer to but is not something wooden or metal with four legs. This principle is helpful to the understanding of organizational culture by helping those researching an organization to realize that the many words employed in an organization are abstractions of events and/or concepts.

An example would be an organization's philosophy for doing business. This philosophy could be articulated through a written mission statement or it could be implied through corporate members' actions. If the written statement is examined, a researcher must remember that the map is not the territory and that the statement may only represent the organizational culture, it is not the organizational culture. Thus, the words in the statement are not the thing (the culture).

"The map is not all the territory" can also be applied to an organization's mission statement. Even if the statement attempted to define and state everything the organization did or did not do, it would still not describe all of the organization or its culture. An organization can never be completely described and, by extension, neither can its culture.

Consequently, an organization's culture can never be completely "found" but inferences can be made from its members.

"The map is self-reflexive" can be applied to the written mission statements as well as an implied organizational philosophy. An organization's written statement is most likely written by a group of people, but if the map-maker is always in the map, then are those writing the mission statement truly representative of the organization they are writing about? A more serious problem arises when trying to find out the implicit organizational philosophy. If one were to **interview** every member of an organization, then one would receiv as many perspectives as employees. Hence, you would have, given the map-maker i always in the map, many different organizational philosophies. It would be very difficult to ascertain one, coherent organizational philosophy.

Consciousness of abstracting is also important when trying to "find" or describ organizational culture. It is important to understand that each person is going to view, or abstract, differently. If an organization were trying to find out about a particular problem within a certain department, the employees might be asked to tell their side of the story. Realistically (non-metaphysically speaking), a researcher would come up with a series of abstractions with which to make sense of the problem. With a consciousness of abstracting, the researcher would know this and not tell his/her superiors what the problem "is, but what it "appears" to be, given the interpretations of the employees within the department. If the superiors asked the question, "Have you found out all th facts?" the answer, from a G.S. perspective, should be a resounding "No!" No problem or perspective can ever truly be "known."

These four principles can also be applied to elements or levels of organizational culture. Artifacts, values, and basic assumptions have been identified as levels central to organizational culture (Dyer & Dyer, 1986; Ott, 1989; Sankar, 1988; Schein, 1990). Ott (1989) advocates researching organizational culture based on these three levels. Investigating level 1A, artifacts, requires examining how the organization is physically structured, looking through its archives and other records, and listening to the language o the organization (e.g., jargon, humor, metaphors).

The G.S. principles discussed apply at this level and remind the researcher to not stop at this level and point to the artifacts and say, "This is the organizational culture." Artifacts may say something, but they certainly do not tell all.

Level 1B of Ott's approach focuses on patterns of behavior. Here we attempt to study the rites and rituals of an organization along with its behavioral norms. This can be done through participant observation, **interviews**, or other narrativ approaches. It is very important to understand that the information gleaned at this level is the abstraction of the researcher which is based on the abstractions of the employees, which is based on their abstractions of the observation/ **interview**, etc. Without infinitely regressing, the researcher must realize the many lenses through which the information is being filtered.

Level 2 of Ott's method studies belief and values. As the levels increase so does the level of difficulty in tapping into the organizational culture. "Artifacts and patterned behaviors can be seen, touched, or heard. Norms can be inferred from patterns of behavior. Beliefs, values, and ideologies are a step further removed from observable behaviors...". Hence,

the researcher is moving up the **abstraction**
ladder and away from being able to point at what it is he/sh
is trying to define. Usually questionnaires are employed to try to tap into
the culture. There are, of course, limitations to such a method and G.S.
would increase consciousness of that limitation. As the researchers move
away from th observable, they must deal with more abstractions.

At level 3 we examine the basic underlying assumptions of the
organization, which Ott argues is the closest one can get to knowing an
organization's culture. Level 2, if researched well, can get very close to
level 3 but may never reach it. An employee may have a belief or value
about something in the organization that s/he can articulate, but s/he may
not know or be able to articulate the underlying assumption behind the
belief or value. The underlying assumptions are generally thought to be the
subconscious or unconscious part of an organization whereby the employees
behave in a certain way without knowing why or what they are doing.

The G.S. principles are especially helpful at this level. Ott
advocates an ethnographic approach when trying to tap into level 3. The
G.S. principles can help researchers understand the limits of their
findings and heighten awareness of the complexity of trying to ascertain an
organization's culture. Realizing that the words are not the thing, that
all cannot be described, that the researcher is always included in the
research, and that the information found i but an abstraction of an
abstraction, etc., helps the researchers move in the direction of
consciousness of the process. That is, attempting to describe an
organizational culture is a very difficult task, but inferences can be made
to formulate a coherent answer, just not a complete answer. Everything
cannot be known about an organizational culture. There is always be more to
learn. Such a mindset is especially healthy in a corporate environment that
may insist there is "one" best answer to any of the problems that
organizations encounter.

I would also note that although Ott's approach was described here,
there are many other ways in which to tap into organizational culture. G.S.
can help whatever the method or combinations of methods used. Indeed, many
in this field advocate mixing both qualitative and quantitative methods in
gathering organizational culture data (e.g., Conrad, 1990; Ott, 1989).

At this point, G.S. has been applied to the study of organizational
culture. Specifically, Ott's qualitative approach has been offered as a
methodological example of how organizational culture information can be
gathered. G.S. was applied to the qualitative researcher by injecting a "to
me" mindset or lens through which to view the cultural information
gathered.

The study of organizational culture seems appropriate when one looks
at the multitude of mergers and acquisitions that have taken place in the
last decade. Not only are billions of dollars in assets, equipment, and
buildings involved, so are people and the shared norms, beliefs, and values
that they bring with them. Organizational cultures may clash as a result of
a merger or acquisition but these effects have largely been ignored (Buono
& Bowditch, 1989).

There is a real need to manage organizational transformations and TOCP
and G.S. can help the situation by getting beyond what organizational
culture means "to me" and moving in the direction of making cultures work
together given differen abstractions of organizational reality.

One way to get beyond the "to me" syndrome is to move up and down the

"

abstraction ladder" and check the perceptions of
the employees within an organization. If a company that has merged is
having problems at the higher levels of abstraction that exist in the minds
of the employees from the former, separate, companies, then have them
indicate, via the **abstraction ladder,** what they
believe ought to be happening or what used to happen that should be
happening now. If there are shared beliefs and values among employees that
can be addressed, then the study of organizational culture and G.S. has
gotten beyond the "to me" mindset to a more pragmatic orientation.

G.S. has been and will be applied to many academic, professional and
personal areas. The organizational setting is a functional arena in which
G.S. can be applied. Moreover, The Organizational Cultural Perspective is
rich with ideas that can be supported by a General Semantics viewpoint.

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45, 109-119.

33/3,AB/4 (Item 3 from file: 7) <u>Links</u>

Title: Market-driven product and service design: Bridging the gap between customer needs, quality management, and customer satisfaction

Author(s): Herrmann A (REPRINT); Huber F; Braunstein C
Corporate Source: UNIV MAINZ,/D-55099 MAINZ//GERMANY/ (REPRINT)

Abstract: Bridging the gap between a firm's internal quality improvements and external measures of customer needs and satisfaction is an important yet complex translation process. The process has traditionally been studied within two very different domains. An external focus on customers has been the domain of marketers. Manufacturing and engineering-based approaches to quality management and improvement have traditionally taken a more internal, process improvement focus. Both areas have recognized the need to broaden their focus and bridge the gap between internal quality and external customers needs and satisfaction. This paper offers a framework to integrate these two domains. A case study is presented to demonstrate the usefulness of an integrated approach. (C) 2000 Elsevier Science B.V. All rights reserved.

Design dialogue groups as a source of innovation: Factors behind group creativity

Author: Bjorkman, Hans (Email: hans.bjorkrnan@sif.se)
Author Affiliation: Fenix Program, Stockholm School of Economics--Sweden
Correspondence Address: Bjorkman--Hans--Fenix Program, Stockholm School of Economics--Sweden--
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Abstract: (journal abstract- Sif--a Swedish national trade union for white-collar workers in Industry--has recognized the importance of enhancing its service innovation processes through careful listening to its members. This article will discuss the Design Dialogue Group (DDG) methodology that has been developed through collaborative research between Sif and the Fenix Research Program, in order to enhance group creativity and organizational learning. The emphasis of this paper is restricted to the issue of enhancing group creativity, and literature and empirical data will be used in order to discuss the factors enabling and restraining creativity. The major assumption behind this study is that many factors behind group creativity can be controlled. Thus, a careful design of the group creativity process would increase the likelihood for success since measures to enhance creative behaviours and to avoid pitfalls can be planned and/or taken by a group moderator. In short, the aims of this study are twofold: (1) to relate prior research contributions to DDG experiences in order to augment our understanding concerning factors enhancing and threatening creativity in DDG settings and (2) to systematize these findings into a set of proposed design principles related to domain-relevant skills, creativity-related processes, and task motivation. These propositions concern the recruitment of participants, group characteristics, and group processes. (PsycINFO Database Record (c) 2005 APA, all rights reserved)

33/3,AB/18 (Item 12 from file: 11) <u>Links</u>

0001774145 2001-01229-002

Means-end chains and laddering: An inventory of problems and an agenda for research

Author: Grunert, Klaus G.; Beckmann, Suzanne C.; Sorensen, Elin
Author Affiliation: Aarhus School of Business--Denmark

Abstract: (chapter- Presents some of the issues regarded as unresolved in means-end and laddering approaches in consumer research and suggests research that could help in solving these problems. The major part of the chapter deals with methodological problems of the **interview** technique called laddering, of coding laddering data, and of analyzing the coded data by constructing hierarchical value maps. It is also shown that methodological and theoretical issues are linked: resolutions of methodological problems may require theoretical progress or clarification. Additionally, the chapter addresses the problem of validating the qualitative results from a laddering study using quantitative data collection techniques. (PsycINFO Database Record (c) 2004 APA, all rights reserved)

Laddering theory, method, analysis, and interpretation

Author: Reynolds, Thomas J.; Gutman, Jonathan

Abstract: (chapter- This chapter reviews and illustrates the technique of laddering both as an interviewing process and through subsequent analysis. It demonstrates the technique's usefulness in developing an understanding of how consumers translate the attributes of products into meaningful associations with respect to self-defining attitudes and values. The underlying theory behind the method, **means-end theory**, is discussed, as well as the elements of the means-end chains representing cognitive levels of abstraction: attributes, consequences, and values. The **interview** environment necessary for laddering to take place is give special attention, as well as the analysis of laddering data and the construction of a hierarchical value map. The use of this technique in developing useful information for marketing decision making is discussed, as well as applications in terms of perceptual segmentation, determining the importance weights of the various components of ladders, and developing and assessing advertising from this perspective. All of the application areas have in common that they depend on laddering's ability to draw out from the respondent the true basis for any meaningful connection they have to the product class. (PsycINFO Database Record (c) 2004 APA, all rights reserved)

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?  d s
Set      Items      Description
S1         691      S REFERENCE()INTERVIEW
S2      849625      S STEP? ?
S3     2503298      S RESPONS?? OR ANSWER? ?
S4         162 .    S S1 AND S2 AND S3
S5         145      RD (unique items)
S6     1424569      S QUESTION???
S7         142      S S5 AND S6
S8      387726      S INVENTOR? ? OR INVENTION? ? OR INVENTING
S9      881714      S INTERVIEW??
S10      13710      S S8(S)S9
S11     121349      S S2 AND S3 AND S6
S12        367      S S10 AND S11
S13     306573      S INVENTOR? ?
S14       2333      S S9(5N)S13
S15         16      S S11(S)S14
S16         14      RD (unique items)
S17      23458      S S13 NOT INVENTORY
S18        125      S S9(5N)S17
S19          9      S S11 AND S18
S20          7      RD (unique items)
S21         73      S LADDER(3N)ABSTRACT???
S22         19 '    S S9 AND S21
S23          4      S S17 AND S21
S24         23      S S22 OR S23
S25         19      RD (unique items)
S26        150      S MEANS()END()(THEOR? OR ANALYS?)
S27          2      S S21 AND S26
S28          0      S S27 NOT S25
S29         39      S S9 AND S26
S30          0      S S17 AND S29
S31         39      S S29
S32         35      RD (unique items)
S33         33      S S32 NOT S25
 ; show files
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[File 1] **ERIC** 1966-2004/Jul 21

File 1: Updates suspended by ERIC until Q3, 2005

[File 7] **Social SciSearch(R)** 1972-2005/Aug W4

[File 11] **PsycINFO(R)** 1887-2005/Jul W4

File 11: The IP is holding all August updates while they provide the annual reload. Updates should continue by mid September.

[File 35] **Dissertation Abs Online** 1861-2005/Aug

[File 47] **Gale Group Magazine DB(TM)** 1959-2005/Sep 01

[File 88] **Gale Group Business A.R.T.S.** 1976-2005/Aug 31

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[File 121] **Brit.Education Index** 1976-2005/Q4

[File 141] **Readers Guide** 1983-2004/Dec

[File 142] **Social Sciences Abstracts** 1983-2005/Aug

[File 436] **Humanities Abs Full Text** 1984-2004/Dec

[File 437] **Education Abstracts** 1983-2005/Jul

[File 21] **NCJRS** 1972-2005/Jul

[File 49] **PAIS Int.** 1976-2005/Jul

[File 94] **JICST-EPlus** 1985-2005/Jul W1

[File 144] **Pascal** 1973-2005/Aug W3

[File 163] **Ageline(R)** 1965-2005/Jun

[File 171] **Criminal Justice Periodical Index** 1975-1998/Dec
*File 171: The last update for this file is UD=9812. *This file is no longer being updated.*

[File 468] **Public Opinion** 1940-2005/Aug W4

[File 482] **Newsweek** 2000-2005/Aug 29

? logoff hold
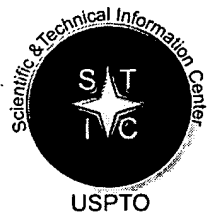
STIC Search Report

EIC 2100

STIC Database Tracking Number: 164261

TO: Michael B Holmes **Location: RND 5A49** **Art Unit : 2121** **Friday, September 02, 2005** **Case Serial Number: 09/781361**	**From: Geoffrey St. Leger** **Location: EIC 2100** **Randolph-4B31** **Phone: 23450** **geoffrey.stleger@uspto.gov**

Search Notes

Dear Examiner Holmes,

Attached please find the results of your search request for application 09/781361. I searched Dialog's patent files, technical databases and general files.

Please let me know if you have any questions.

Regards,

Geoffrey St. Leger
4B31/x23540

Set	Items	Description
S1	296975	INVENTION? ?
S2	10267	IDEA OR IDEAS OR CONCEPT? ?
S3	1735215	STORY OR STORIES OR NOVEL? ? OR BOOK? ? OR SCRIPT? ? OR SC-REENPLAY? ? OR PLAY? ? OR MOVIE? ? OR FILM? ? OR MOTION()PICT-URE? ? OR SONG? ?
S4	45503	S1:S3(5N)(DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? - OR CONCEPTION OR CONCEIV??? OR GROW???)
S5	684506	S1:S3(5N)(CREAT??? OR PRODUC???? OR DESIGN??? OR CONSTRUCT-??? OR BUILD??? OR CRAFT??? OR FORM? ? OR FORMED OR FORMING OR FORMATION)
S6	14720	QUESTION??? OR INTERVIEW???
S7	169	S4:S5 AND S6
S8	28	S7 AND AC=US/PR AND AY=(1970:2000)/PR
S9	44	S7 AND AC=US AND AY=(1970:2000)
S10	90	S7 AND PY=1970:2000
S11	106	S8:S10

05727857   **Image available**
BOOKS EDITING METHOD FOR SCHOLASTIC ABILITY TEST

PUB. NO.:   10-010957 [JP 10010957 A]
PUBLISHED: January 16, 1998 (**19980116**)
INVENTOR(s):   MASAJI MITSUYUKI
APPLICANT(s):   MASAJI MITSUYUKI [000000] (An Individual), JP (Japan)
APPL. NO.:   08-196892 [JP 96196892]
FILED: June 22, 1996 (19960622)
INTL CLASS: [6] G09B-003/06; B42D-015/00
JAPIO CLASS: 30.2 (MISCELLANEOUS GOODS -- Sports & Recreation); 30.1
                 (MISCELLANEOUS GOODS -- Office Supplies)

ABSTRACT
PROBLEM TO BE SOLVED: To provide a book by which a learner can save the
troubles and time, and can continue the learning with concentration, by the
edition by which a learner takes a test without the answers first, and then
gets the answers in the next page when he turns one sheet (two pages)
continued to the **questions** , and further the **book** has the **construction**
 that the **questions** and the answers can be simultaneously looked.
SOLUTION: The **questions** are presented on a left page in a book bound at
left side and opened from left side, and on a right page in a book bound at
right side and opened from right side, and the answers and the explanations
are mentioned on the page continued through one sheet. The answers are
covered at all times for the learner reading the **questions** , when the
learner takes a test. The answers are automatically presented on the next
page when the learner turns the continued one sheet (front and rear two
pages), after the learner answers the **questions** by himself, so that the
learner can get the correct answers. The page of the **questions** and that
of the answers can be looked in one glance like the spread two pages when
one sheet covering the answers is vertically standed to be positioned in
parallel with the line of the nose of the learner.

04452218   **Image available**
METHOD AND DEVICE FOR SUPPORTING IDEA

PUB. NO.:   06-096118 [JP 6096118 A]
PUBLISHED: April 08, 1994 (**19940408**)
INVENTOR(s):   TANAKA KAZUO
APPLICANT(s):   NIPPON TELEGR & TELEPH CORP <NTT> [000422] (A Japanese
                 Company or Corporation), JP (Japan)
APPL. NO.:   04-240923 [JP 92240923]
FILED: September 09, 1992 (19920909)
INTL CLASS: [5] G06F-015/38; G06F-015/20; G06F-015/21
JAPIO CLASS: 45.4 (INFORMATION PROCESSING -- Computer Applications); 30.2
                 (MISCELLANEOUS GOODS -- Sports & Recreation)
JOURNAL: Section: P, Section No. 1767, Vol. 18, No. 365, Pg. 142, July
                 08, 1994 (19940708)

ABSTRACT
PURPOSE: To provide a method and a device for supporting **idea** so as to
generate any **creative** **idea** by performing divergent thinking.

CONSTITUTION: A **question** describing text and a retrieving element
considered to be most usefull for resolving a **question** are inputted to a
text input device 1. A morpheme analyzer 4 performs morpheme analysis to

the **question** describing text and a full text extracted from an information data base on the retrieving element, and a clause relating-modification analyzer 5 extracts clause relating modification structure. A clause modification structure matching device 6 compares the partial clause modification structure of the full text extracted by the clause modification analyzer 5 with the partial clause modification structure of the **question** describing text, extracts correspondent phrase or partial clause relating-modification structure by similarity matching and displays the extracted contents on a display 7. The displayed contents contain a lot of terms applying the resolution to the **question** describing text.

11/5/20   (Item 20 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2005 JPO & JAPIO. All rts. reserv.

03371128   **Image available**
CONCEPTION BACK-UP SYSTEM

PUB. NO.:   03-034028   [JP 3034028 A]
PUBLISHED: February 14, 1991 (**19910214**)
INVENTOR(s):   ORIHARA RYOHEI
                 TAKAYANAGI KOJI
                 NAGAO KAZUE
APPLICANT(s):   TOSHIBA CORP [000307] (A Japanese Company or Corporation), JP
                 (Japan)
APPL. NO.:   01-168696   [JP 89168696]
FILED: June 30, 1989 (19890630)
INTL CLASS: [5] G06F-009/44
JAPIO CLASS: 45.1 (INFORMATION PROCESSING -- Arithmetic Sequence Units)
JOURNAL: Section: P, Section No. 1196, Vol. 15, No. 169, Pg. 64, April
                 26, 1991 (19910426)

ABSTRACT
PURPOSE: To effectively back up the conception of the human being by collecting the knowkedges necessary for the conception in a brainstorming form from each person and displaying these knowledges in a matrix.

CONSTITUTION: An electronic brainstorming mechanism 1 is prepared together with a knowledge base 2, a matrix display mechanism 3, an analogy mechanism 4, a 1st **question** production mechanism 5, a 2nd **question** production mechanism 6, and a knowledge acquiring mechanism 7. Then the knowledge of the human being is turned into a model consisting of an antecedent part (IF part) including the situation and its corresponding consequent part (THEN part). The generation of the antecedent part is regarded as the **conception** and the **concepts** necessary for the antecedent part are collected in a brainstorming **form** . These **concepts** are stored as knowledges and then displayed in a matrix. Thus the conception of the antecedent part effectively is urged to the human being.

11/5/34   (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

016456559   **Image available**
WPI Acc No: 2004-614477/200459
Related WPI Acc No: 2001-060520; 2002-267469
XRPX Acc No: N04-485839
   **Content generation management system e.g. for advertisement,
   presentations, receives contents from specific extranet users, generates
   content leads and performs** interviews **of leads**
Patent Assignee: DAVIDSON A L (DAVI-I); ZIFF S J (ZIFF-I)
Inventor: DAVIDSON A L; ZIFF S J

Number of Countries: 001   Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
US 20040153466 A1   20040805 US 2000526700   A   20000315   200459   B
                                 US 2001851789   A   20010508
                                 US 2004760093   A   20040115

Priority Applications (No Type Date): US 2001851789 A 20010508; US
   2000526700 A 20000315; US 2004760093 A 20040115
Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
US 20040153466 A1   91 G06F-007/00   CIP of application US 2000526700
                                      Cont of application US 2001851789
                                      CIP of patent US 6557013
                                      Cont of patent US 6697821

Abstract (Basic): US 20040153466 A1
       NOVELTY - A server (22) that has a database to store data records
   containing content lead information and content information, receives
   contents for particular entity from specific extranet users. An
   administrator comprises lead generation system which generates content
   leads and performs **interviews** of leads and a writer generates the
   contents based on the received information, which is published by a
   publisher.
       DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the
   following:
       (1) web content generation management method;
       (2) computer system; and
       (3) content database.
       USE - For managing **development** of contents such as **story** ,
   article, advertisement, auditory content, radio spots, radio
   advertisements, radio presentation, electronic downloaded auditory
   content, audio visual content, news content, web contents, help
   contents used in online help system, used for applications such as
   press relation, marketing, e-marketing and advertisement.
       ADVANTAGE - The speed quality control and accuracy of content
   generation are enhanced at reduced cost using an integrated circuit.
   The system is permits the user to work at different timing and
   different geographic locations, and enables the user to know about the
   status easily.
       DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
   the content development management system.
       pp; 91 DwgNo 1/28
Title Terms: CONTENT; GENERATE; MANAGEMENT; SYSTEM; ADVERTISE; PRESENT;
   RECEIVE; CONTENT; SPECIFIC; USER; GENERATE; CONTENT; LEAD; PERFORMANCE;
   LEAD
Derwent Class: T01
International Patent Class (Main): G06F-007/00
File Segment: EPI

 11/5/38   (Item 6 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

015029134   **Image available**
WPI Acc No: 2003-089651/200308
XRPX Acc No: N03-070683
   Business proposal evaluation method for systematic idea   development ,
   involves obtaining set of response information for predefined question
   set, and determining score for response information
Patent Assignee: NORTEL NETWORKS LTD (NELE)
Inventor: BLASKO K A; CRABTREE W B; O'DRISCOLL T M; WHITE L L
Number of Countries: 001   Number of Patents: 001
Patent Family:

```
Patent No      Kind    Date      Applicat No    Kind    Date      Week
US 6466928     B1     20021015   US 96777593     A     19961231   200308   B
```

Priority Applications (No Type Date): US 96777593 A 19961231
Patent Details:
```
Patent No  Kind Lan Pg    Main IPC      Filing Notes
US 6466928     B1     34  G06N-005/00
```

Abstract (Basic): US 6466928 B1
     NOVELTY - A set of predefined **questions** regarding the proposal, is presented and a set of response information is obtained. A score is determined from the response information set so as to determine whether the set meets predetermined minimum specifications. The score and the response information are output for evaluation.
     DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for business proposal evaluation computer.
     USE - For evaluating business proposal during systematic **idea development** , new **product** /service **development** .
     ADVANTAGE - Enables users to **develop** and evaluate **idea** in a systematic and efficient manner in a structured format of qualifying, developing, rating and assessing automatically.
     DESCRIPTION OF DRAWING(S) - The figure shows a flowchart illustrating the business proposal evaluation method.
     pp; 34 DwgNo 3/22
Title Terms: BUSINESS; EVALUATE; METHOD; SYSTEMATIC; DEVELOP; OBTAIN; SET; RESPOND; INFORMATION; PREDEFINED; **QUESTION** ; SET; DETERMINE; SCORE; RESPOND; INFORMATION
Derwent Class: T01
International Patent Class (Main): G06N-005/00
File Segment: EPI

11/5/39   **(Item 7 from file: 350)**
DIALOG(R)File 350:Derwent WPIX
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014697726   **Image available**
WPI Acc No: 2002-518430/200255
XRPX Acc No: N02-410318
   Customer relationship management method in organization, involves collecting data from customer in form **of response to** script **of questions generated for customers**
Patent Assignee: ENTERACT LLC (ENTE-N)
Inventor: SHAPIRO B T; SHARPE A M
Number of Countries: 001 Number of Patents: 001
Patent Family:
```
Patent No        Kind    Date      Applicat No    Kind    Date      Week
US 20020059283   A1     20020516   US 2000242229   A     20001020   200255   B
                                   US 2001982057   A     20011018
```

Priority Applications (No Type Date): US 2000242229 P 20001020; US 2001982057 A 20011018
Patent Details:
```
Patent No  Kind Lan Pg    Main IPC      Filing Notes
US 20020059283 A1      21  G06F-007/00   Provisional application US 2000242229
```

Abstract (Basic): US 20020059283 A1
     NOVELTY - A script (32) of **questions** to be responded by a customer, is generated by a script subsystem (58). Data is collected from the customer in the **form** of response to the **script** . The events are automatically scheduled based on the collected data.
     DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:
     (1) Method of using a computer for customer relationship management; and

(2) Customer relationship management system.
        USE - In Internet based customer relationship management system
used by community groups, politician and organization including
non-profit organization, public relation firm, marketing firm, law firm
and school.
        ADVANTAGE - Since highly customizable, interactive and iterative
scripts are utilized to interact with existing and potential customers,
effective future efforts are facilitated by organization to build
relationship with customer.
        DESCRIPTION OF DRAWING(S) - The figure shows a block diagram of
customer relationship management system.
        Script (32)
        Script subsystem (58)
        pp; 21 DwgNo 3/10
Title Terms: CUSTOMER; RELATED; MANAGEMENT; METHOD; ORGANISE; COLLECT; DATA
    ; CUSTOMER; FORM; RESPOND; SCRIPT; **QUESTION** ; GENERATE; CUSTOMER
Derwent Class: T01
International Patent Class (Main): G06F-007/00
File Segment: EPI

  11/5/40   (Item 8 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

014543440   **Image available**
WPI Acc No: 2002-364143/200240
  Log book **comprises several pages in** form **of journal, diary or
  question** **and answer document and is for use in two-part relationship
  between institution, workplace or authority represented by first person
  and number two person**
Patent Assignee: EJLERS FORLAG APS CHRISTIAN (EJLE-N); APS EJLERS' FORLAG
  CHRISTIAN (ELJE-N)
Inventor: EJLERS C; LARSEN J B
Number of Countries: 001 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
DK 9901018	A	20010114	DK 991018	A	19990713	200240	B
DK 173483	B	20001218	DK 991018	A	19990713	200240	

Priority Applications (No Type Date): DK 991018 A 19990713
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
DK 9901018	A		14	B42D-001/00	
DK 173483	B			B42D-001/00	

Abstract (Basic): DK 9901018 A
        NOVELTY - The log **book** comprises several pages in the **form** of a
journal, diary or **question** and answer document and is for use in a
two-part relationship between an institution, workplace or authority
represented by a first person and a number two person. An essential
part of the printed text is divided into two identical sections (2,3)
divided by a weak line (1), enabling the log book to be divided into
two identical parts for each of the two participants in its use. The
two sections are provided with two or more holes (4), so that the
logbook can be accommodated in a filing system.
        USE - As a log **book** **formed** as a journal, diary or **question**
and answer document, for use in two-part relationship between an
institution, workplace or authority represented by a first person and a
number two person.
        ADVANTAGE - The logbook removes the disadvantages experienced with
known arrangements, in that it is wholly maintained for the reader,
from whom it can only be separated after the end of the instruction
process.
        DESCRIPTION OF DRAWING(S) - The figure is a plan view of a closed
logbook seen from the front side.

```
        weak line (1)
        two sections (2,3)
        holes (4)
        pp; 14 DwgNo 1/5
Title Terms: LOG; BOOK; COMPRISE; PAGE; FORM; JOURNAL; DIARY; **QUESTION** ;
    ANSWER; DOCUMENT; TWO; PART; RELATED; INSTITUTION; AUTHORISE; REPRESENT;
    FIRST; PERSON; NUMBER; TWO; PERSON
Derwent Class: P76
International Patent Class (Main): B42D-001/00
File Segment: EngPI
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11/5/43   (Item 11 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

014245382   **Image available**
WPI Acc No: 2002-066082/200209
Related WPI Acc No: 2001-489048; 2001-589723; 2002-040731; 2002-048894;
    2002-121311; 2003-016281
XRPX Acc No: N02-049101
    Inventive concepts conception **facilitation method for** creating
    provisional/utility patent applications, involves facilitating conception
    of inventive elements using creative stimulus in iterative manner
Patent Assignee: CRONIN J E (CRON-I)
Inventor: CRONIN J E
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20010049670	A1	20011206	US 2000179675	A	20000202	200209	B
			US 2000181459	A	20000210		
			US 2000181741	A	20000211		
			US 2000181816	A	20000211		
			US 2000181825	A	20000211		
			US 2001781361	A	20010212		

Priority Applications (No Type Date): US 2001781361 A 20010212; US
    2000179675 P 20000202; US 2000181459 P 20000210; US 2000181741 P 20000211
    ; US 2000181816 P 20000211; US 2000181825 P 20000211
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20010049670	A1		11	G06F-015/18	Provisional application US 2000179675
					Provisional application US 2000181459
					Provisional application US 2000181741
					Provisional application US 2000181816
					Provisional application US 2000181825

Abstract (Basic): US 20010049670 A1
    NOVELTY - An **interviewer** is **interviewed** to
    identify/characterize basic **invention** . The **conception** of inventive
    elements is facilitated using creative stimulus including how-type
    questions relating to functioning of invention, in an iterative
    manner.
    DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
    basic invention enhancement method.
    USE - For facilitating **creation** of **invention** disclosure
    documents, provisional patent application, utility patent application.
    ADVANTAGE - Facilitates conception of administrative information
    related to basic invention and enhances basic invention for possible
    improvements or alternative uses.
    DESCRIPTION OF DRAWING(S) - The figure shows the overall patent
    application generation process.
    pp; 11 DwgNo 1/3
Title Terms: CONCEPT; CONCEPTION; FACILITATE; METHOD; PROVISIONAL; UTILISE;

PATENT; APPLY; FACILITATE; CONCEPTION; ELEMENT; CREATION; STIMULUS;
ITERATIVE; MANNER
Derwent Class: T01
International Patent Class (Main): G06F-015/18
File Segment: EPI

11/5/47   (Item 15 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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014105509   **Image available**
WPI Acc No: 2001-589723/200166
Related WPI Acc No: 2001-489048; 2002-040731; 2002-048894; 2002-066082;
2002-121311
XRPX Acc No: N01-439287
**Facilitating conception by one or more persons of one or more potentially
inventions that may be patented in targeted area by facilitating
definition of one or more elements of basic invention**
Patent Assignee: IPCAPITAL GROUP INC (IPCA-N)
Inventor: CRONIN J
Number of Countries: 094 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200159678	A2	20010816	WO 2001US4473	A	20010212	200166	B
AU 200138161	A	20010820	AU 200138161	A	20010212	200175	

Priority Applications (No Type Date): US 2000181825 P 20000211; US
2000181459 P 20000210; US 2000181741 P 20000211; US 2000181816 P 20000211
Patent Details:

Patent No	Kind Lan Pg	Main IPC	Filing Notes
WO 200159678	A2 E 100	G06F-017/60	

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP
KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT
RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW
AU 200138161 A   G06F-017/60   Based on patent WO 200159678

Abstract (Basic): WO 200159678 A2
    NOVELTY - An inventor is **interviewed** to identify or otherwise
characterize a basic **invention** . **Conception** of inventive elements is
facilitated using creative stimuli comprising how-type **questions**
relating to the functioning of the invention identified for repeating
such procedure. Drawing of a diagram may be produced along with
definition of one or more elements of the basic invention and defining
the problems to be solved by the basic invention.
    DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for:
    (a) a system for facilitating **conception** of **inventions** in a
directed manner
    USE - For facilitating conception by one or more persons of one or
more potentially inventions that may be patented in a targeted area,
such as a specific technology field or market space.
    ADVANTAGE - Provides a novel **interview** process for eliciting
disclosure and/or conception of inventive information from an
individual or group, enhancing an invention through structured
interview techniques, and documenting the output of the invention
interview in order to accurately and comprehensively define the
potential intellectual property space occupied by the **invention**
covers, and to facilitate the **creation** of an **invention** disclosure
document, provisional patent application, or utility patent
application. Permits an organization to fully benefit from the
inventive capacity of its personnel resources, including its employees,
outside contractors and others associated with the organization.

Facilitates the **conception** of **inventions** in targeted areas, such as
targeted market areas or targeted technology areas.
DESCRIPTION OF DRAWING(S) - The drawing shows a flowchart diagram
illustrating steps of one embodiment of the present invention.
pp; 100 DwgNo 16/26
Title Terms: FACILITATE; CONCEPTION; ONE; MORE; PERSON; ONE; MORE;
POTENTIALLY; PATENT; AREA; FACILITATE; DEFINE; ONE; MORE; ELEMENT; BASIC;
INVENTION
Derwent Class: T01
International Patent Class (Main): G06F-017/60
File Segment: EPI

11/5/52   (Item 20 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013514600   **Image available**
WPI Acc No: 2000-686546/ **200067**
XRPX Acc No: N00-507597
**Prediction of reaction to target concept, involves rating target concept
using selected archetype and predicting subjective reaction to target
concept by input of objective rating into developed mathematical model**
Patent Assignee: SAUNDERS INT RICHARD (SAUN-N); HALL D B (HALL-I); STAMP J
A (STAM-I); STORMANN C R (STOR-I)
Inventor: HALL D B; STAMP J A; STORMANN C R
Number of Countries: 091 Number of Patents: 010
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200045317	A2	20000803	WO 2000US2195	A	20000127	200067	B
AU 200033526	A	20000818	AU 200033526	A	20000127	200067	
KR 2001101736	A	20011114	KR 2001709436	A	20010726	200230	
BR 200007786	A	20020507	BR 20007786	A	20000127	200238	
			WO 2000US2195	A	20000127		
EP 1228457	A2	20020807	EP 2000911664	A	20000127	200259	
			WO 2000US2195	A	20000127		
ZA 200106157	A	20020828	ZA 20016157	A	20010726	200264	
JP 2003524221	W	20030812	JP 2000596505	A	20000127	200355	
			WO 2000US2195	A	20000127		
US 20030225786	A1	20031204	US 99117413	P	19990127	200380	
			US 2000492588	A	20000127		
			US 2002314084	A	20021206		
MX 2001007653	A1	20030601	WO 2000US2195	A	20000127	200417	
			MX 20017653	A	20010727		
AU 780078	B2	20050224	AU 200033526	A	20000127	200520	

Priority Applications (No Type Date): US 99117413 P 19990127; US 2000492588
A 20000127; US 2002314084 A 20021206
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
WO 200045317 A2 E   37 G06F-017/60
Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW
AU 200033526 A   Based on patent WO 200045317
KR 2001101736 A   G06F-017/60
BR 200007786 A   G06F-017/60 Based on patent WO 200045317
EP 1228457   A2 E   G06F-017/60 Based on patent WO 200045317
Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI
LU MC NL PT SE
ZA 200106157 A   47 G06F-000/00
JP 2003524221 W   41 G06F-017/60 Based on patent WO 200045317

US 20030225786 A1   G06F-017/00   Provisional application US 99117413

Cont of application US 2000492588
MX 2001007653 A1   G06F-017/60   Based on patent WO 200045317
AU 780078   B2   G06F-017/60   Previous Publ. patent AU 200033526
Based on patent WO 200045317

Abstract (Basic): WO 200045317 A2
    NOVELTY - A database of customer responses to **questions** on target concepts is provided. The target concepts are rated based on certain selected archetype. A mathematical model defining relation between customer's response and archetype is **developed** . Objective ratings of **concept** is generated based on archetype. Subjective reaction to target concept is predicted by input of its objective rating into developed model.
    DETAILED DESCRIPTION - Subjective reaction elicits response related to consumer likeability, consumer interest, consumer purchase potential, consumer perception, consumer confidence, consumer recall, consumer expectation and voter response to political candidates. The mathematical model is generated using standard univariate, bivariate, and multivariate statistical methods, neural network, fuzzy logic, genetic algorithm, cross tabulation, t-test, ANOVA, correlation matrix, regression, factor analysis and structural equation modeling. Prediction of subjective reaction is followed by judging relative potential success of target **concept** and **developing** and applying action criteria, based on archetype and relative potential success of target **concept** . Further guidance is provided to **developers** of target **concept** on how to enhance the target concept.
    USE - For predicting individual or group reaction to **concepts** such as **development** of new **product** , political management, education, legal system, retail grocery industry or corporation etc.
    ADVANTAGE - The data collection and analysis is performed with increased speed. New **ideas** are evaluated and forecasts are **created** within minutes. Additional intelligence which can be derived from a set of collected customer data allows managers to identify and validate business judgment as well as to identify emotional, motivational and aspirational archetype drivers. Significant cost savings is realized on removing customers component from listing process. Provides increased security in the development of new **products** and services by evaluating proprietory **concepts** without the necessity of exposing them to public.
    DESCRIPTION OF DRAWING(S) - The figure shows the flow diagram depicting sequence of steps in accordance with the method of simulating human response to stimulus.
    pp; 37 DwgNo 1/1
Title Terms: PREDICT; REACT; TARGET; CONCEPT; RATING; TARGET; CONCEPT; SELECT; PREDICT; SUBJECT; REACT; TARGET; CONCEPT; INPUT; OBJECTIVE; RATING; DEVELOP; MATHEMATICAL; MODEL
Derwent Class: T01
International Patent Class (Main): G06F-000/00; G06F-017/00; G06F-017/60
International Patent Class (Additional): G06F-007/00
File Segment: EPI

 11/5/57   **(Item 25 from file: 350)**
DIALOG(R)File 350:Derwent WPIX
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012800794   **Image available**
WPI Acc No: 1999-607024/ **199952**
XRPX Acc No: N99-448082
    Script   production **system for computer telephony integrated systems used in e.g. investigation service, market research - displays** questions **related to specific campaign on computer display screen, receives corresponding answers from users and stores** questions **and answers on**

script data file
Patent Assignee: TOSHIBA ENG KK (TOSB); TOSHIBA KK (TOKE); TOSHIBA
  SYSTEM KAIHATSU KK (TOSH-N)
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
JP 11266306	A	19990928	JP 9865762	A	19980316	199952	B

Priority Applications (No Type Date): JP 9865762 A 19980316
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 11266306	A		24	H04M-003/42	

Abstract (Basic): JP 11266306 A
      NOVELTY - A **question** generator (2) generates various **questions**
  such as age, sex, location, etc, related to specific investigation
  campaign and displays them on computer screen. Corresponding reply
  screen is also displayed, in which the user enters the answers. The
  questions and their corresponding replies for each screen, are stored
  in a script data file (14).
      USE - For computer telephony integrated (CTI) systems in e.g.
  investigation service, market research.
      ADVANTAGE - Enables simple interactive **question** and replay
  process using computer display screen and thus enables user to operate
  easily without knowledge of programming skills, data structure, etc.
  Reduces memory capacity required for CTI system. DESCRIPTION OF
  DRAWING(S) - The diagram shows the block diagram of components of CTI
  system. (2) **Question** generator; (14) Script data file.
      Dwg.1/35
Title Terms: SCRIPT; PRODUCE; SYSTEM; COMPUTER; TELEPHONE; INTEGRATE;
  SYSTEM; INVESTIGATE; SERVICE; MARKET; RESEARCH; DISPLAY; **QUESTION** ;
  RELATED; SPECIFIC; CAMPAIGN; COMPUTER; DISPLAY; SCREEN; RECEIVE;
  CORRESPOND; ANSWER; USER; STORAGE; **QUESTION** ; ANSWER; SCRIPT; DATA; FILE
Derwent Class: T01; W01
International Patent Class (Main): H04M-003/42
International Patent Class (Additional): G06F-003/16; G06F-017/00;
  H04M-003/60
File Segment: EPI

 11/5/75   **(Item 43 from file: 350)**
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

009230124   **Image available**
WPI Acc No: 1992-357546/ **199243**
XRPX Acc No: N92-272481
  Interactive system for providing assistance w.r.t. development ,
  selection and evaluation of ideas **and concepts - comprises database
  having** question **bank portion which requests information on user
  objective and idea-bank portion of words and phrases to stimulate user**
Patent Assignee: FISHER IDEA SYSTEMS (FISH-N)
Inventor: BUFALINI J; FISHER J; FISHER M D; ROBBIN A
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 5153830	A	19921006	US 89379440	A	19890712	199243	B

Priority Applications (No Type Date): US 89379440 A 19890712
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 5153830	A		9	G06F-007/00	

Abstract (Basic): US 5153830 A
      The computerised aid to creativity and problem solving to help

speed up the creative process using an interactive database comprised
of two major parts, or functions. The first part is a database of
several thousand **questions** for clarifying the task, modifying ideas,
and evaluating goals, ideas, and outcomes. The second part is a
database or more than 60,000 words and phrases expressing the shared
concepts of a particular culture, namely American, and more than
650,000 idea associations to which any number of the user's personal,
idiosyncratic connections can be added.
        The invention utilises principles of association, memory
retrieval, and analogical reasoning. Whether taken literally or as
figures of speech, the two databases prompt a user to make his or her
own connections by reminding the user of thoughts, feelings,
experiences, facts and images stored so deeply in memory that they
normally cannot be retrieved at will. When the user comes up with his
own associations, the invention allows these associations to be added
to those already present.
        USE/ADVANTAGE - For aiding **creative** process and enhancing
stimulation of **ideas** to user.
        Dwg.1/2
Title Terms: INTERACT; SYSTEM; ASSIST; DEVELOP; SELECT; EVALUATE; CONCEPT;
    COMPRISE; DATABASE; **QUESTION** ; BANK; PORTION; REQUEST; INFORMATION; USER
    ; OBJECTIVE; BANK; PORTION; WORD; PHRASE; STIMULATING; USER
Derwent Class: T01
International Patent Class (Main): G06F-007/00
File Segment: EPI

 11/5/88   **(Item 56 from file: 350)**
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

008075000   **Image available**
WPI Acc No: 1989-340112/ **198946**
XRPX Acc No: N89-258881
    **Evaluating consumer choice through concept testing - using
    multi-attribute evaluation through consumer** interviews **to identify
    clusters as purchase decision factors**
Patent Assignee: IMAGE ENG INC (IMAG-N)
Inventor: SACK M C
Number of Countries: 011 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 8910598	A	19891102				198946	B
US 5124911	A	19920623	US 88181800	A	19880415	199228	

Priority Applications (No Type Date): US 88181800 A 19880415
Cited Patents: 11Jnl.Ref
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 8910598	A	E			

    Designated States (Regional): AT BE CH DE FR GB IT LU NL SE

US 5124911	A		9	G06F-015/36	

Abstract (Basic): WO 8910598 A
        A model of consumer choice is based upon multi-attribute (between
30 and 50) evaluations of both **concepts** and existing **products** , not
only identifying relative appeal of alternative products but also
relative importance of each criterion used in the choice. Concepts to
be tested are generated using a systematic, qualitative approach and
product benefits are identified from consumer **interviews** in terms of
rational and non-rational attributes, grouped by independence factor
analysis into clusters. Clusters represent underlying factors of
consumer purchase decision.
        USE - Evaluating consumer choice. (28pp Dwg.No.1/3

```
File 275:Gale Group Computer DB(TM) 1983-2005/Sep 02
         (c) 2005 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2005/Sep 02
         (c) 2005 The Gale Group
File 636:Gale Group Newsletter DB(TM) 1987-2005/Sep 02
         (c) 2005 The Gale Group
File  16:Gale Group PROMT(R) 1990-2005/Sep 02
         (c) 2005 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2005/Sep 02
         (c)2005 The Gale Group
File 624:McGraw-Hill Publications 1985-2005/Sep 02
         (c) 2005 McGraw-Hill Co. Inc
File  15:ABI/Inform(R) 1971-2005/Sep 01
         (c) 2005 ProQuest Info&Learning
File 647:CMP  Computer Fulltext 1988-2005/Aug W2
         (c) 2005 CMP Media, LLC
File 674:Computer News Fulltext 1989-2005/Aug W4
         (c) 2005 IDG Communications
File 696:DIALOG Telecom. Newsletters 1995-2005/Sep 01
         (c) 2005 Dialog
File 369:New Scientist 1994-2005/Jun W2
         (c) 2005 Reed Business Information Ltd.
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
File 610:Business Wire 1999-2005/Sep 02
         (c) 2005 Business Wire.
File 613:PR Newswire 1999-2005/Sep 02
         (c) 2005 PR Newswire Association Inc

Set     Items    Description
S1      111794   INVENTION? ?
S2     2753566   IDEA OR IDEAS OR CONCEPT? ?
S3      95874    (DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? OR CONCEP-
                 TION OR CONCEIV??? OR GROW???)(3W)S1:S2
S4     2610730   QUESTION???
S5       2084    S3(50N)S4
S6        531    S3(50N)S4(50N)(AUTHOR? ? OR WRITER? ? OR SCREENWRITER? ? OR
                 CREATOR? ? OR INVENTOR? ? OR DIRECTOR? ? OR PRODUCER? ? OR N-
                 OVELIST? ? OR PLAYWRIGHT? ?)
S7     513248    S4(30N)(HOW OR WHY)
S8        122    S3(50N)S7(50N)(AUTHOR? ? OR WRITER? ? OR SCREENWRITER? ? OR
                 CREATOR? ? OR INVENTOR? ? OR DIRECTOR? ? OR PRODUCER? ? OR N-
                 OVELIST? ? OR PLAYWRIGHT? ?)
S9         99    RD (unique items)
S10        75    S9 NOT PY=2001:2005
```

10/3,K/1   (Item 1 from file: 275)

01529759   SUPPLIER NUMBER: 12488260   (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Reeling in the IdeaFisher. (Fisher Idea Systems Inc.'s IdeaFisher decision
  support software)(includes related article summarizing the products
  rating)(Reviews) (Software Review) (Evaluation)**
Bishop, Philip
MacWEEK, v6, n30, p52(1)
August 17, 1992
DOCUMENT TYPE: Evaluation   ISSN: 0892-8118   LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1249   LINE COUNT: 00097

...   two manuals provide a helpful introduction to the philosophy behind
the program, as well as advice on **how** to get the most out of it.
    You can further customize IdeaFisher by purchasing add-on modules,
which add new **questions** to QBank. The Strategic Planning Module ($99)
adds 700 **questions** designed to help a company develop a business plan.
The Presentation Planning Module ($79) contains more than...

...to speak before a group.
    Conclusions. We consider IdeaFisher an excellent tool for "idea
people," particularly creative **writers**, **developers** seeking **ideas** for
a new product or product name, and planners needing ideas for corporate and
other strategies. Despite...

10/3,K/5   (Item 1 from file: 636)

04768640   Supplier Number: 64914793   (USE FORMAT 7 FOR FULLTEXT)
**Execute or bust - new advice helps Internet businesses to achieve success
  behind the screens.**
M2 Presswire, pNA
Sept 1, 2000
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1719

...   now there has been a lack of easily-accessible advice about which
are the crucial business processes, **how** they should be structured and
what they must deliver to maximise the chances of profitability.
    Solutions to these **questions** are ...for executives and
decision-makers to navigate their way towards sustained success in the
eEconomy.
    The book **develops** **ideas** from Peter Keen's 1997 business
best-seller, 'The Process Edge'. With co-**author** Mark McDonald, a partner
at Andersen Consulting, he analyses the experience of more than 80
internet companies...

10/3,K/6   (Item 2 from file: 636)

04589782   Supplier Number: 59953178   (USE FORMAT 7 FOR FULLTEXT)
**Opportunity Knocks for AccountingWEB.co.uk; Got a good business idea? You
  can now ask 70,000 professionals for help!**
M2 Presswire, pNA
March 8, 2000
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade

Word Count: 550

...   latest service designed to provide the next generation of 'budding Bransons' and 'dedicated Dysons' with ideas on **how** to get their ideas off and running.
        The service, appropriately called 'Opportunity Knocks', enables those who have any manner of business idea or **question** to access the thoughts and suggestions of AccountingWEB's 70,000 active members. Questions posted, since it a request for 'next steps' suggestions for **developing** an **idea** to revolutionise road safety.
        Ben Heald, Sift's **Director** of Communities, said: "This is the area on AccountingWEB.co.uk where you post opportunities that you...

 10/3,K/9   (Item 1 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

08591613   Supplier Number: 65241801   (USE FORMAT 7 FOR FULLTEXT)
New products scale up from concept to commercialization.
Kramer, Franklin
Food Processing, v61, n8, p120
August, 2000
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1665

...   a timely manner.
        * Provide earnings that meet company project requirements.
        Scale-up steps and expected results
        The **question** now becomes, **how** to start and scale up to a commercial facility. Rather than describe in detail where new product...

...s say that a concept for a new product was brought to the attention of the marketing **director** , who wants to see the product developed with the appropriate package. The "concept idea" is passed on to the benchtop technologist, who **develops** " **concept** samples" for preliminary management agreement to proceed further.
        Because of the complex physical and chemical properties of...

 10/3,K/45   (Item 25 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

02007486   SUPPLIER NUMBER: 03253008
'Eureka.' But What Do You Do Next?
Rock, A.
Money, v13, p136-143.
May, 1984
LANGUAGE: ENGLISH   RECORD TYPE: ABSTRACT

...ABSTRACT: wishes to protect what they have invented. Even after these steps are taken, there are still the **questions** of **how** to manufacture and sell the device - here the **inventor** has two options, they can go to an established firm, or try to market the product on...

...Whether you market the product yourself, or sell the idea to a company, protecting what you have **conceived** , and seeing an **idea** to its logical conclusion is what it is all about.

 10/3,K/55   (Item 8 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01830638 04-81629
The creative process: The effects of group memory on individual idea generation
Satzinger, John W; Garfield, Monica J; Nagasundaram, Murli
Journal of Management Information Systems: JMIS v15n4 PP: 143-160 Spring 1999
ISSN: 0742-1222 JRNL CODE: JMI
WORD COUNT: 7324

...TEXT: of ideas a corporation wishes to generate when using a GSS. Although this study sheds light on **how** the exposure to specific types of ideas affects the ideas generated by an individual, it also opens the door to additional research **questions** . As corporations continue to explore the impact of the creative process on the **development** of future **ideas** , more research will be necessary to understand just **how** the creative energies of individuals can be further dampened or amplified in order to meet their goals.

Footnote:

NOTES
Footnote:

 10/3,K/56   **(Item 9 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)

01795507 04-46498
Think BIG!
Clarke, Robyn D
Black Enterprise v29n9 PP: 132 Apr 1999
ISSN: 0006-4165 JRNL CODE: BEN
WORD COUNT: 432

...TEXT: works, it becomes hard for us to consider alternate ideas," says Michael Michalko, a creativity expert and **author** of Cracking Creativity: The Secrets of Creative Genius (Ten Speed Press, $24.95). "We tend to **develop** narrow **ideas** about what will work or what can be done, and stick with it until proven wrong."

Nevertheless...

...develop a new way of reasoning. Michalko offers some tips to help you expand your thinking:

Know **how** to see. Challenge yourself to look beyond the obvious and consider other perspectives. Take, for example, the **question** , "What do a dog, cat and fox have in common?" Most people would only answer that they...

 10/3,K/59   **(Item 12 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)

01742010 03-93000
Employee Suggestion Systems: Boosting Productivity and Profits
Polzin, Michael J

...TEXT: for evaluating ideas, the appeals procedure, and so on.

In the first portion of the book, the **authors** make a good case for ESSs
by citing the benefits for organizations, customers, investors, and
employees, and...

...of other types of organizational change initiatives, both less as well
as more transformative, which leaves the **question** "Is this the right
program for this organization at this time?" unasked.

The **authors** do point out **how** the **development** of **ideas** can be
stunted in organizations that have developed habits of negativity over the
years. Comments such as...

Set	Items	Description
S1	74087	INVENTION? ?
S2	1613817	IDEA OR IDEAS OR CONCEPT? ?
S3	5489814	STORY OR STORIES OR NOVEL? ? OR BOOK? ? OR SCRIPT? ? OR SCREENPLAY? ? OR PLAY? ? OR MOVIE? ? OR FILM? ? OR MOTION()PICTURE? ? OR SONG? ?
S4	542650	S1:S3(5N)(DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? OR CONCEPTION OR CONCEIV??? OR GROW???)
S5	611562	S1:S3(5N)(CREAT??? OR PRODUC???? OR DESIGN??? OR CONSTRUCT??? OR BUILD??? OR CRAFT??? OR FORM? ? OR FORMED OR FORMING OR FORMATION)
S6	1132558	QUESTION??? OR INTERVIEW???
S7	25459	S4:S5 AND S6
S8	13305	S1:S2 AND S7
S9	109385	S1:S2(5N)(DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? OR CONCEPTION OR CONCEIV??? OR GROW???)
S10	6208	S9 AND S6
S11	2533	S9 AND QUESTIONS
S12	40937	(DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? OR CONCEPTION OR CONCEIV??? OR GROW???)(3W)S1:S2
S13	1038	S12 AND QUESTIONS
S14	17	S13 AND INVENTION? ?
S15	15	RD (unique items)
S16	319	S13 AND (SOFTWARE OR PROGRAM OR APPLICATION OR ELECTRONIC? OR COMPUTER? OR PC)
S17	251	S16 NOT PY=2001:2005
S18	49	S17 AND (AUTHOR? ? OR WRITER? ? OR SCREENWRITER? ? OR CREATOR? ? OR INVENTOR? ? OR DIRECTOR? ? OR PRODUCER? ? OR NOVELIST? ? OR PLAYWRIGHT? ?)
S19	47	RD (unique items)

15/5/12   (Item 2 from file: 6)
DIALOG(R)File   6:NTIS
(c) 2005 NTIS, Intl Cpyrght All Rights Res. All rts. reserv.

0464220 NTIS Accession Number: COM-74-50927/4/XAB
  Patents and Inventions : **An Information Aid for Inventors**
  Patent Office, Washington, D.C.
  Corp. Source Codes: 387817
  Report No.: PAT-010.1-7002
  Apr 68   26p
  Document Type: Patent
  Journal Announcement: GRAI7424
  Library of Congress Catalog Card no. 64-65511.
  Paper copy available from GPO $0.40 as C21.2:P27/10/968.
  NTIS Prices: Not available NTIS
  The document is a step-by-step guide to help the inventor decide whether
to apply for a patent, obtain patent protection, and promote his **invention**
. An explanation of the patent search, guidelines for preparing the patent
application, an outline of the types of action taken by the Patent Office
on a patent application, suggestions on marketing and **developing** an
 invention , and answers to **questions** frequently asked about patents are
included.
  Descriptors: *Patents; * **Inventions** ; *Patent applications; Manuals
  Identifiers: NTISCOMPAT
  Section Headings: 88B (Library and Information Sciences--Information
Systems)
? t/5/15

  15/5/15   (Item 2 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
(c) 2005 ProQuest Info&Learning. All rts. reserv.

06535433   SUPPLIER NUMBER: 76989285
Thingamajigs Unleash Kids' Creativity; Regional Convention Nurtures
  Inventions
Schmadeke, Steve
Washington Post, p B.3
 Aug 3, 2001
 ISSN: 0190-8286   NEWSPAPER CODE: TWP
 DOCUMENT TYPE: News; Newspaper article
 LANGUAGE: English   RECORD TYPE: ABSTRACT

ABSTRACT: The brothers were among more than 2,000 children who gathered
yesterday at the Showplace Arena in Upper Marlboro to show off **inventions**
at the Metropolitan Washington YMCA's seventh annual Thingamajig **Invention**
 Convention. Their mission was to invent something by themselves or with
one other child that costs less than $20. About 400 **inventions** were on
display.   At the competition yesterday, judges clustered around display
tables, listening and asking **questions** as the children presented their
inventions and described the creative process behind them. The judges
measured creativity, individuality and detail of **inventions** in nine
categories, and most said they also judged how hard the children appeared
to have worked.   A day before the judging, Shelby Totten worked at the
Bowie YMCA, putting the finishing touches on her duct-tape purse by gluing
on red plastic hearts and butterflies cut out of paper. Next to her, Denzel
Morrow labored over a red bandanna steeped in symbolism.

Set	Items	Description
S1	1816137	INVENTION? ?
S2	202263	IDEA OR IDEAS OR CONCEPT? ?
S3	721380	STORY OR STORIES OR NOVEL? ? OR BOOK? ? OR SCRIPT? ? OR SC-REENPLAY? ? OR PLAY? ? OR MOVIE? ? OR FILM? ? OR MOTION()PICT-URE? ? OR SONG? ?
S4	145428	S1:S3(5N)(DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTER??? -OR CONCEPTION OR CONCEIV??? OR GROW???)
S5	828152	S1:S3(5N)(CREAT??? OR PRODUC???? OR DESIGN??? OR CONSTRUCT-??? OR BUILD??? OR CRAFT??? OR FORM? ? OR FORMED OR FORMING OR FORMATION)
S6	116488	QUESTION??? OR INTERVIEW???
S7	4762	S4:S5(50N)S6
S8	763	S7 AND IC=G06F
S9	1307	S1:S2(50N)S4:S5(50N)S6 AND IC=G06F
S10	120	S4:S5/TI,AB AND S9
S11	73	S8 AND S4:S5/TI,AB
S12	30	S11 AND AC=US/PR AND AY=(1970:2000)/PR
S13	30	S11 AND AC=US AND AY=1970:2000
S14	21	S11 AND PY=1970:2000
S15	37	S12:S14
S16	28804	PRODUCT? ?(5N)(DEVELOP? OR CULTIVAT? OR NURTUR??? OR FOSTE-R??? OR CONCEPTION OR CONCEIV??? OR GROW???)
S17	354	S16(50N)S6
S18	10	S16/TI,AB AND S17

15/3,K/1   (Item 1 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS

01278484
A method of optimizing a design project
Verfahren zur Optimierung eines Entwurfprojektes
Procede pour l'optimisation d'un projet de conception
PATENT ASSIGNEE:
  GENERAL ELECTRIC COMPANY, (203903), 1 River Road, Schenectady, NY 12345,
    (US), (Applicant designated States: all)
INVENTOR:
  Borchardt, Gary Irvin Jr., 1619 Redwing Avenue, Sunnyvale, CA 94087, (US)
  Delvin, Sandra A., 1020 Burlwood Drive, San Jose, California 95120, (US)
  McIntyre, Terry R., 2265 Shafer Avenue, Morgan Hill, California 95037,
    (US)
LEGAL REPRESENTATIVE:
  Pedder, James Cuthbert (34801), GE London Patent Operation, Essex House,
    12/13 Essex Street, London WC2R 3AA, (GB)
PATENT (CC, No, Kind, Date): EP 1100007 A2 010516 (Basic)
                              EP 1100007 A3 011205
APPLICATION (CC, No, Date):   EP 2000306797 000809;
PRIORITY (CC, No, Date): US 373547 990813
DESIGNATED STATES: DE; FI; SE
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
INTERNATIONAL PATENT CLASS: **G06F-009/44 ; G06F-017/50**
ABSTRACT WORD COUNT: 173
NOTE:
  Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text Language   Update   Word Count
      CLAIMS A (English)   200120   776
      SPEC A   (English)   200120   3393
Total word count - document A   4169
Total word count - document B   0
Total word count - documents A + B   4169

INTERNATIONAL PATENT CLASS: **G06F-009/44 ...**

... G06F-017/50

...ABSTRACT A2
  A method of optimizing a **design   concept** from proposed multiple
concepts for a project having initially identified technical issues
(14). Each concept includes generalized technical specifications
addressing the technical issues and specific design features (15) meeting
overall project specifications. For each **design   concept** , a
critical-to-quality value is determined for each technical specification
addressing the technical issue by weighting...

...the relative importance of each technical specification in meeting the
initially identified project technical issues. For each **design   concept**
, a technical merit value for each design feature addressing each
technical specification is determined by combining the...

...meet the overall project technical issues. The summed technical merit
values are compared to derive an optimized **design   concept** .

...SPECIFICATION Referring to Figure 1 as a representative example of the
methodology of a preferred embodiment of the **invention** , a set of
generalized initial **design** requirements or technical issues 14, are
identified by a proponent of the project, e.g., a customer...

...for each required generalized design requirement or technical issue.
That is to say, the customer answers the **question** how important is an
initially identified requirement or technical issue relative to other
initial requirements or issues...

15/3,K/3   (Item 3 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
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00855553
Intelligent CAD method embedding product performance knowledge
Intelligentes CAD-Verfahren, das Leistungswerte von Produkten miteinbezieht
Methode de CAO intelligente comprenant des connaissances relatives aux
    performances du produit
PATENT ASSIGNEE:
  FORD MOTOR COMPANY LIMITED, (476310), Eagle Way, Brentwood, Essex CM13
    3BW, GB\(Proprietor designated states: , GB)
  FORD FRANCE S.A., (476291), B.P. 307, 92506 Rueil-Malmaison Cedex,
    FR\(Proprietor designated states: , FR)
  FORD-WERKE AKTIENGESELLSCHAFT, (476352), Werk Koln-Niehl, Henry Ford
    Strasse, 50735 Koln, DE\(Proprietor designated states: , DE)
INVENTOR:
  Kaepp, Gregory A., P.O. Box No. 1029, Dearborn, Michigan 48121, (US)
  Becker, Beverly J., 20919 Lennon, Harper Woods, Michigan 48225, (US)
LEGAL REPRESENTATIVE:
  Messulam, Alec Moses (33832), A. Messulam & Co. Ltd., 43-45 High Road,
    Bushey Heath, Bushey, Herts WD23 1EE, (GB)
PATENT (CC, No, Kind, Date): EP 789310 A2   970813 (Basic)
                              EP 789310 A3   970917
                              EP 789310 B1   010530
APPLICATION (CC, No, Date):   EP 96306929 960924;
PRIORITY (CC, No, Date): US 538925 951004
DESIGNATED STATES: DE; FR; GB
INTERNATIONAL PATENT CLASS: **G06F-017/50** ; G06T-017/40
ABSTRACT WORD COUNT: 139
NOTE:
  Figure number on first page: 2

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text   Language   Update   Word Count
      CLAIMS A   (English)   199708W2   254
      CLAIMS B   (English)   200122   267
      CLAIMS B   (German)   200122   270
      CLAIMS B   (French)   200122   337
      SPEC A   (English)   199708W2   2332
      SPEC B   (English)   200122   2427
Total word count - document A   2586
Total word count - document B   3301
Total word count - documents A + B   5887

INTERNATIONAL PATENT CLASS: **G06F-017/50** ...

...ABSTRACT and techniques, and (ii) machine generated information and
  rules; (b) processing the gathered data by instructions to **produce**
  processed knowledge containing **script** without a **product** or part
  design ; (c) recursively editing the processed knowledge to continuously
  improve the **script** to **form** an executable part **design** , such
  processing being carried out by inputting into the editing process at
  least one of (i) recently...

...SPECIFICATION a storage system, a separate software product performs as
  an interface to the design process and asks **questions** of the designer
  who is the storehouse of information; the process then draws a design

from known...

...based upon such additional information to create only an initial design
from known components.

None of these **concepts** integrate updated **product** performance
knowledge or specifications into the design development process to
morphically and recursively change the design. The...

...SPECIFICATION a storage system, a separate software product performs as
an interface to the design process and asks **questions** of the designer
who is the storehouse of information; the process then draws a design
from known...

...based upon such additional information to create only an initial design
from known components.

None of these **concepts** integrate updated **product** performance
knowledge or specifications into the design development process to
morphically and recursively change the design. The...

15/3,K/7   (Item 7 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
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00351246
Device for supporting document preparation.
Dokumentenvorbereitungsapparat.
Appareil de preparation de documents.
PATENT ASSIGNEE:
  SHARP KABUSHIKI KAISHA, (260713), 22-22 Nagaike-cho Abeno-ku, Osaka, (JP)
    , (applicant designated states: DE;GB)
INVENTOR:
  Kuga, Shigeki, 2-15-15, Nishichiyogaoka, Nara-shi Nara-ken, (JP)
  Morishita, Taro, 4-13-1, Nagamodai Kamo-cho, Soraku-gun Kyoto, (JP)
  Wada, Masahiro, 1-10-31, Shijyo-oji, Nara-shi Nara-ken, (JP)
  Kanza, Hiroyuki, 1-2-3-204, Kabutodai Kizu-cho, Soraku-gun Kyoto, (JP)
  Onishi, Satoshi, Tama-dormitory 2-29-3, Utsukushigaoka Midori-ku,
    Yokohama-shi Kanagawa-ken, (JP)
LEGAL REPRESENTATIVE:
  TER MEER - MULLER - STEINMEISTER & PARTNER (100061), Mauerkircherstrasse
    45, D-8000 Munchen 80, (DE)
PATENT (CC, No, Kind, Date): EP 361366 A2 900404 (Basic)
                              EP 361366 A3 921223
APPLICATION (CC, No, Date):   EP 89117686 890925;
PRIORITY (CC, No, Date): JP 88241298 880926
DESIGNATED STATES: DE; GB
INTERNATIONAL PATENT CLASS: **G06F-015/20**
ABSTRACT WORD COUNT: 232

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text Language   Update   Word Count
      CLAIMS A (English)   EPABF1   461
      SPEC A   (English)   EPABF1   5494
Total word count - document A   5955
Total word count - document B   0
Total word count - documents A + B   5955

INTERNATIONAL PATENT CLASS: **G06F-015/20**

...ABSTRACT device (10), the knowledge base (9) and the document base (1),
    the control device (11) comprising a **concept   production** module (14)
    for **producing** a guide line used in preparing documents using the

knowledge stored in the knowledge base (9) on...

...in the document base and supporting the preparation of a document in accordance with the guide line **produced** by the **concept** **production** module (14), a schedule management module (15) for managing a schedule used in preparing documents in accordance...

...SPECIFICATION preparation according to the present invention will be schematically described in the above described structure.
First, the **concept** **production** means is initiated, to hear the conditions for a document to be an object in a dialogue manner. If a user answers **questions** concerning the conditions from the device, a guide line, that is, a concept of documents is presented...starting the concept production module 14. Numeral 27 is a block for executing control as to which **question** is to be displayed in **producing** a **concept** . Numeral 28 is a block for displaying the **question** stored in the storage means 10 in accordance with the control in the block 27. Numeral 29 is a block for inputting an answer to the **question** in the block 28 and preserving it. Numeral 30 is a block for referring to the knowledge...

...the knowledge and know-how concerning a method of preparing documents. Numeral 31 is a block for **producing** a **concept** on the basis of the blocks 29 and 30 and presenting it. Numeral 32 is a block...an item of the concept and a value of the item. In some cases the results of **questions** and answers are inputted as in the later items in Fig. 9. The item to be displayed is determined corresponding to the **produced** **concept** by previously writing the item of the concept to be displayed on the knowledge base. Numerals 52...

15/3,K/9 **(Item 2 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
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00908855 **Image available**
METHOD OF CREATING ELECTRONIC PROSECUTION EXPERIENCE FOR PATENT APPLICANT
PROCEDE DE CREATION D'UN SYSTEME D'ENREGISTREMENT ELECTRONIQUE POUR DEPOSANT D'UNE DEMANDE DE BREVET
Patent Applicant/Assignee:
  FIRST TO FILE INC, 3355 Edison Way, Menlo Park, CA 94025, US, US
    (Residence), US (Nationality)
Inventor(s):
  GRAINGER Jeffry J, 95 Palmer Lane, Portola Valley, CA 94028, US,
Legal Representative:
  SHAFFER William L (et al) (agent), Townsend and Townsend and Crew LLP,
    Two Embarcadero Center, 8th Floor, San Francisco, CA 94111-3834, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200242878 A2-A3 20020530 (WO 0242878)
  Application: WO 2001US44441 20011127 (PCT/WO US2001044441)
  Priority Application: US 2000253360 20001127; US 2001309230 20010731
Designated States:
(Protection type is "patent" unless otherwise stated - for applications prior to 2004)
  AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
  EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
  LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
  SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZM ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 17769

Main International Patent Class: **G06F-017/21**
Fulltext Availability:
  Detailed Description

English Abstract
  ...system over a first communication network, where the first client
  system is associated with a first technology **developer** ; storing the
  generated **invention** disclosure in a database accessible to the server
  system; drafting a patent application for the invention disclosure...

Detailed Description
  ... in the drafting process and asks whether the inventor wishes to
  further revise a pending disclosure or **create** a new one. The **Invention**
  Disclosure Wizard walks the inventor through to process by asking one or
  more **questions** per screen and providing a space for the inventor to
  enter the answer. A help function is also provided to provide further
  explanations of individual **questions** . The answers to the **questions**
  become html-coded fields mapped to database 106. The system allows
  administrator customization of the questions asked...

 15/3,K/10   **(Item 3 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
(c) 2005 WIPO/Univentio. All rts. reserv.

00907114   **Image available**
PRODUCT DEVELOPMENT PROCESS
PROCEDE DE DEVELOPPEMENT DE PRODUITS
Inventor(s):
  FECEK Michael G, 2823 Powderhorn Ridge, Rochester Hills, MI 48309, US,
Patent Applicant/Inventor:
  JURAS Michael F, 1990 Hillwood Court, Bloomfield Hills, MI 48304, US, US
    (Residence), US (Nationality)
Legal Representative:
  HANLON William M Jr (et al) (agent), Young & Basile, PC, 3001 West Big
    Beaver Road, Suite 624, Troy, MI 48084, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200241221 A1 20020523 (WO 0241221)
  Application: WO 2001US43675 20011116   (PCT/WO US0143675)
  Priority Application: US 2000249174 20001116
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
  AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
  EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
  LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL
  TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 13953

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

French Abstract
  L' **invention** concerne un procede de **developpement** de produits
  permettant d'obtenir une estimation des couts lies au developpement et a
  la fabrication du...

Detailed Description

 15/3,K/16   (Item 9 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00833695   **Image available**
A SYSTEM AND METHOD FOR PROVIDING AN INTELLIGENT MULTI-STEP DIALOG WITH A
     USER
SYSTEME   ET   PROCEDE SERVANT A FOURNIR UN DIALOGUE INTELLIGENT A PLUSIEURS
    ETAPES AVEC UN UTILISATEUR
Patent Applicant/Assignee:
  KANISA INC, Suite 150, 19925 Stevens Creek Blvd., Cupertino, CA 95014, US
  , US (Residence), US (Nationality)
Inventor(s):
  ANDERSON Monica, 960 Cherry Avenue, San Jose, CA 95126, US,
  ANGEL Mark A, 20322 Pinntage Pkwy, Cupertino, CA 95014, US,
  COPPERMAN Max, 233 Sunset Avenue, Santa Cruz, CA 95060, US,
  FRATKINA Raya, 673 Royston Lane #236, Hayward, CA 94555, US,
  HUFFMAN Scott, 195 Opal Avenue, Redwood City, CA 94062, US,
  KAY David, 18275 Knuth Road, Los Gatos, CA 95033, US,
  STERN Robert, 11000 Via Sorrento, Cupertino, CA 95014, US,
Legal Representative:
  GARRETT Arthur S (et al) (agent), Finnegan, Henderson, Farabow, Garrett &
    Dunner, L.L.P., 1300 I Street N.W., Washington, DC 20005-3315, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200167225 A2-A3 20010913 (WO 0167225)
  Application: WO 2001US7056 20010306   (PCT/WO US0107056)
  Priority Application: US 2000187472 20000306
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
  AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
  EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
  LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ
  TM TR TT TZ UA UG UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 22469

Main International Patent Class: **G06F-017/30**
International Patent Class: **G06F-009/44**
Fulltext Availability:
  Detailed Description
English Abstract
  ...Internet protocols, a web browser and web server software. In addition
  to an automated portion, the present **invention** allows a human dialog
  designer to model the way the system elicits information, giving a human
  feel to the dialog and a...

  ...directing their web browser to a designated web page. This web page asks

the user some initial **questions** that are then passed to a dialog
engine. The dialog engine then applies its methods and algorithms...

Detailed Description
... so far, given the system's knowledge of the problem domain; without
requiring the user to answer **questions** one at a time, or to answer all
of the **questions** posed; and without imposing unnecessary restrictions
on the order in which **questions** are posed to the user. The present
invention allows the dialog **designer** to
2
model the way an expert elicits information, giving a human feel to the
dialog and...understanding of the user's response. Dialog engine 232
improves its understanding of the user's initial **question** by conducting
a multi-step dialog with the user. Based on the user's responses to
follow-up **questions** , the dialog engine is further able to focus its
analysis of the user's response (i.e., limit the remaining sets of
concepts by **creating** constraints). In other words, dialog engine 232
seeks to describe the user's information request in more...

...the subgoals is resolved.

This provides maximum flexibility in interpreting multiple choices of the
user.
The subject **invention** also permits the user, dialog **designer** , or
dialog engine to retire a subgoal or goal. The user may not wish or be
unable to answer **questions** posed by a subgoal. In this case the
invention provides a way to inform the system that they do not wish to
see any more **questions** on the subject. The user may choose to ignore
the questions posed, in which case the system...from the focus node(s) to
the target node(s) heavily depends on user responses to system **questions**
. For example, a selection algorithm may be applied to a focus node, F to
produce a set of **concept** nodes, C which are associated with a
question posed to the user (or to the application screen). If the user
(or the screen) responds to this **question** , the response is mapped to
one or more members, M of the set C. These members, M...at each iteration
of a dialog and uses that information to determine what types of
follow-up **questions** to generate and what choices to offer the user in
each **question** instance. The dialog state
may be viewed as having several different levels of specificity and the
invention provides the dialog **designer** with the ability to generate
different
question types appropriate to those various levels. Depending on the
characteristics of the taxonomy in which a goal...

00568240   **Image available**
 SCRIPT   DEVELOPMENT **SYSTEMS AND METHODS USEFUL THEREFOR**
SYSTEMES D'ELABORATION D'UN SCENARIO ET PROCEDES ASSOCIES
Patent Applicant/Assignee:
  CREATOR LTD,
  GABAI Oz,
  GABAI Jacob,
  SANDLERMAN Nimrod,
Inventor(s):
  GABAI Oz,
  GABAI Jacob,
  SANDLERMAN Nimrod,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200031613 Al **20000602** (WO 0031613)
  Application: WO 99IL637 19991125 (PCT/WO IL9900637)
  Priority Application: IL 127293 19981126
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
  AE AL AM AT AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ CZ DE DE DK DK DM
  EE EE ES FI FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK
  LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SK
  SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG
  ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU
  MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 19748

 SCRIPT   DEVELOPMENT **SYSTEMS AND METHODS USEFUL THEREFOR**
Patent and Priority Information (Country, Number, Date):
  Patent: ... **20000602**
Main International Patent Class: **G06F-003/00**
International Patent Class: **G06F-003/14**
Fulltext Availability:
  Detailed Description
Publication Year: **2000**

Detailed Description
... that you want the toy to say. You can type anything you want. Let's
  type a **question** , to **create** a **script** sequence that demonstrates the
  toy's voice recognition ability. Type the **question** : "What do you feel
  like doing now, wise
  guy? When my eyes light up, say: A joke...

00126948   **Image available**
AUTOMATED APPLICATION PROGRAM DEVELOPMENT SYSTEM AND METHOD
METHODE ET SYSTEME DE DEVELOPPEMENT D'UN PROGRAMME D'APPLICATION AUTOMATISE
Patent Applicant/Assignee:
  ANALYSTS INTERNATIONAL CORPORATION,
Inventor(s):
  MESSERICH Patrick J,
  ABEL Ian H,
  BENDA Victor C,
  CLARK Charles E,
  FERRERA Richard A,
  ROSS Joe Olsen,

PATTON Peter C,
SUNDEM George E,
Patent and Priority Information (Country, Number, Date):
   Patent: WO 8505204 A1 **19851121**
   Application: WO 85US818 19850503 (PCT/WO US8500818)
   Priority Application: US 84238 19840504
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
   AT AU BE CH DE FR GB IT LU NL SE
Publication Language: English
Fulltext Word Count: 15882

Patent and Priority Information (Country, Number, Date):
   Patent: ... **19851121**
Main International Patent Class: **G06F-009/00**
International Patent Class: **G06F-03:00**
Fulltext Availability:
   Detailed Description

English Abstract
   ...60) which is used to develop the COBAL programs at the user terminal
   (52). The application program **development** system of the present
   invention enables COBAL source (64), job control language (66) and
   program documentation (68) to be developed by a...

French Abstract
   ...terminal (52) de l'utilisateur. Le systeme de developpement d'un
   programme d'application de la presente **invention** permet a un
   utilisateur de **developper** au niveau du terminal d'utilisateur (52) une
   source COBOL (64), un langage de controle des travaux...
Publication Year: **1985**

Detailed Description
...   existing input and out@
   put structures, Finally, in the process phase, the
   user answers a series of **questions** to complete the
   detailed design. From the information provided in
   these five phases, the present **invention** then automatically **produces**
   the COBOL source code, program documentation, and much of the job control
   language.

   A particularly advantageous feature...the
   errors.

   The file definition phase is the next phase
   of the preferred embodiment of the present **invention** .

   Here, the application program **development** system con
   tains information about the data files described in the
   application layout by asking various **questions** of the
   user regarding the file and the elements therein.
   Preferably, the user will utilize the file...
?